

Southern

HARDWARE

University Microfilms
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In this issue, Toy Town, Page 35

SELL*

GOODELL putty knives and scrapers

Because it's the best cutlery
value your customers can buy!

Small town manufacturing costs, New England craftsmanship, plus the most modern machinery

... add up to more PROFIT for you.

Check Goodell quality ... you won't find better values anywhere.

Complete range of List Prices

Putty Knives 15c - \$1.00

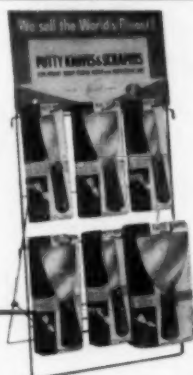
Scrapers 19c - \$2.00

C-33 ASSORTMENT
with
CARDS & DISPLAY RACK

\$33.84 LIST

SUBJECT TO TRADE DISCOUNTS

12 ea. C 33-1 1/2 E
12 ea. C 33-1 1/4 E
6 ea. C 33-3 S
6 ea. C 33-3 E
6 ea. C 33-5 F



FREE
DISPLAY
RACK

**C-33
ASSORTMENT**

Securely fastened to
NEW heavy gauge cards

Return this ad to Goodell Co.
Dept. E with jobbers name for
FREE SAMPLE of the market
leader for '60

SEE YOUR JOBBER SALESMAN—ASK TO SEE THE GOODELL LINE!

Goodell

Easy to Buy, Stock and Sell be-
cause it's a complete line of
Best-Sellers from a Single De-
pendable Source.

GOODELL COMPANY
Antrim, New Hampshire



**Now
New**

IGLOO Corporation --- world's largest manufacturer
of portable water coolers --- presents the

IGLOO Fiesta

Top locks securely, no-sag,
no-sag hinges—sturdy latch

**A SPORT-able,
PORT-able ice chest
for fun-loving people on the go!**



Convenient, sturdy
carrying handles
fold out
of the way



Holds food and drink
for the whole family



Lined with sparkling, easy
to clean U. S. Royalite®

Removable inside tray

Rugged enameled steel
construction

Insulated—
holds cold longer

Handy drain
on end of chest

Use either crushed,
block or dry ice

Size: 18 $\frac{1}{4}$ " x 13 $\frac{3}{8}$ " x 10 $\frac{1}{2}$ ", Weighs only 11 $\frac{1}{2}$ lbs.

Comes in light-hearted blue-green color

IGLOO'S new FIESTA is light, sturdy and long-lasting.

IGLOO MEMPHIS 18, TENNESSEE



"I Like Bethlehem bolts so much I built this just for fun!"

You'll like Bethlehem bolts, too. They're tops in quality. All sizes and types of carriage, lag, and machine bolts and nuts are available for quick delivery.



BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.
Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM STEEL





Remember!

It will pay you to specify our products by brand name. They give greater satisfaction because they are the toughest* cords made.

Then, too, Samson cords are nationally advertised, smartly packaged and carry the Good Housekeeping Seal.

**Toughest because of their extra thick cover and guaranteed balanced construction.*

Samson Cordage Works • Boston 10, Mass.

Quality Cordage Since 1888

SPOT® Cord	PHOENIX Sash Cord	AETNA Sash Cord	SACHEM Sash Cord	TIGER Sash Cord	CROCUS Clothes Line	BEAVER Clothes Line	TITE-ROPE Plastic Clothes Line	SUPREME Plastic Clothes Line	HORIZON Plastic Clothes Line
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Southern HARDWARE

May, 1960

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BUSINESS TRENDS

► Business Picture

Easter business has pumped new life into retail trade. With the coming of warm weather, buyers have been flocking into stores. Sales of lawn mowers, tools, and other garden supplies should perk up now after being retarded by weeks of bad weather. Business estimates for the year have undergone some adjustment. Automobile sales have not been quite up to expectations, and "tight" money has slowed construction. Still it looks as if \$500 billion dollars will be spent for goods and services in 1960--a new high record, but not quite the boom previously hoped for.

► Consumer Purchases

With personal incomes remaining at high levels, consumers are well-heeled these days, and their buying plans for the future indicate good business in the months ahead. A University of Michigan survey discloses that plans to buy new cars, new homes, and new household equipment are well above a year ago.

► Retail Sales

Near the end of the first quarter personal income reached an average annual rate of \$393 billion, 6% above a year earlier. Retail sales, meanwhile, have climbed slowly. In February, total retail sales at \$18.1 billion were 3% above 1959. Sales of durable goods in February were about 2% above a year earlier.

► Forecast: 1975

A report prepared for the American-Marietta Co. points to some bountiful times by 1975. In 15 years estimates are that population will have increased to 275 million, average family income will soar to \$9,400, and the gross national product will reach a whopping \$925 billion. Over that span of time predictions are that the American economy will double.

► Farm Income

Cash receipts from marketings of farm products amounted to \$4.8 billion in the first two months of 1960. This was about a 7% drop under the 1959 period due primarily to lower prices. The volume of marketings was down only slightly. Receipts from livestock and products totalled \$2.7 billion, 5% under 1959. Crop receipts totaled \$2.1 billion, 9% less than in 1959.



IGLOO
was
here!

Your only problem with Igloo is how to keep 'em in stock. Your customers are pre-sold on Igloo—world's biggest selling water cooler—and ask for it by name. Cash in on this big, thirsty market of builders, contractors, farmers, campers, picnickers. Write for free catalog. Stock and display IGLOO—it sells itself! / **IGLOO**—Memphis 18, Tennessee

IGLOO

FACTS & FIGURES

March Weather Tumbles Sales for Southern Hardware Wholesalers

ICE, SNOW and an over supply of rain took their toll in March with the result that sales by hardware wholesalers in each geographical region of the South were substantially under the 1959 period.

The sales decline for the month was heaviest among Mid-South distributors, the average loss being 19.4%. In the Southwest, the average drop in sales was 12.3% followed by the average 11.6% decline reported by Southeastern wholesalers. For the entire South, the March sales drop averaged 14.4%.

The monthly survey conducted by SOUTHERN HARDWARE revealed that for the year's first three months sales by Southern distributors average 6.8% under 1959.

For the three-month period, the average decline among Mid-South

wholesalers is 7.3%, followed by the 6.9% average drop among wholesalers in the Southwest. Among Southeastern distributors, the average decline is 6.0%.

Throughout the South, wholesalers feel that bad weather is almost solely responsible for depressed sales levels. Most expect business to improve with good weather.

In the number of days' business on the books, wholesalers in the Southeast led with an average of 54.7 days. The average for the entire South was 50.8 days.

In the face of declining volume inventories have edged up in each geographical region. Mid-South wholesalers leading with an average rise of 14.4%. In the Southwest inventories climbed an average 8.4% and in the Southeast, 5.4%. For the entire South inventories were up an average 9.3%.

- There was no gloom among manufacturers and Southern wholesalers meeting in New Orleans recently for their annual convention. Most expect sales to be good in months ahead.

- A bright and rosy future for this nation is predicted in a report prepared for the American - Marietta Co. Here are some choice morsels:

- From 1960 to 1975 the nation's economy will double. There'll be one third more customers, 50% richer.

- Total purchasing power of families with incomes over \$10,000 will equal today's entire consumer market.

- By 1975 average family income will soar to \$9,400. Gross national product will top \$925 billion.

- To house the expanding population (235,246,000 expected by 1975) more houses must be built in the next 15 years than in the last 30.

- The \$145 billion now spent annually for luxuries, recreation and personal care will jump to \$300 billion yearly.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES			INVENTORIES
	Percent Change		No. Days' Business on the Books	Percent Change
	Mar. 1960 from Mar. 1959	3 Months '60 from 3 Months '59		
			Mar.	Mar. 1960 from Mar. 1959
SOUTHEAST	-11.6	-6.	54.7	+ 5.4
MID-SOUTH	-19.4	-7.3	48.5	+14.4
SOUTHWEST	-12.3	-6.9	49.9	+ 8.4
ENTIRE SOUTH	-14.4	-6.8	50.8	+ 9.3

DEMING...



FIG. 4961

"MAJORJET"—Self-priming. Shallow well. High pressure, high capacity. Assembled as a complete unit, ready-to-install. 4, 12 or 42 gallon tank.



FIG. 1975

"MARVELLETTE"—Quiet operation. For small homes and suburban use. Available with 12 or 30 gallon horizontal or 42 gallon vertical tanks.



FIG. 4701

"MINITURB"—Deep well turbine water system. Capacities from 10 to 100 GPM. Quiet operation and low-cost make these packaged units ideal.



FIG. 4910

"75"—Comes completely assembled as package, ready to install. Available with 12 or 42 gallon vertical or 30 gallon horizontal galvanized tanks.



FIG. 2ALC4

2ALC4 SUBMERSIBLE— $\frac{1}{4}$ Horsepower. Denser settings up to 30 feet. 3 wire cable, and low priced.

One-Source Pump Service

**SAVES YOUR
TIME...MONEY...
AND TEMPER**

DEMING PUMPS

SEE The NEW 1960 WATER SYSTEMS

FREE PLANNING SERVICE • EASY TERMS

Send coupon for Catalog C-59. It provides all the details.

NAME _____

COMPANY _____ POSITION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

The DEMING Co.

589 Broadway • Salem, Ohio

INDUSTRY NEWS

Stanley Elects Gischel as Vice-President, Marketing

CLYDE S. GISCHEL was elected vice-president, marketing, of The Stanley Works, New Britain, Conn., by the board of directors following the annual meeting of stockholders recently at company offices in New Britain.

He has been director of marketing and sales for The Stanley Works since January 1959. In January 1956 he was appointed to the newly created post of director of marketing, combining the functions of marketing and sales.



Clyde S. Gischel

Gischel came to Stanley from the Westinghouse Electric Supply Co. where he had been general manager of consumer products. He was with Westinghouse for three years. Previously, he was with Firestone Tire & Rubber Co. for 17 years and rose from salesman to sales manager in charge of all tire sales.

Gischel attended Johns Hopkins University and was graduated from the Carnegie Institute of Technology in 1935 with the degree of Bachelor of Science in

Electrical Engineering. He is a member of the Sales Executive Club of New York, American Management Association, and the International Club of Chicago.

Atkins Appoints Merrell as Field Sales Manager

R. V. MERRELL, general sales manager, Atkins Saw Division, Borg-Warner Corp., has announced the appointment of Robert J. Adams to hardware field sales manager.

Adams, a 20-year veteran with Atkins, has experience in virtually every phase of hardware tool sales and service. For the past 10 years he has travelled the Central States area of Indiana, Michigan, Kentucky, West Virginia, and Ohio as field representative.

In his new capacity, Merrell will report directly to F. S. Sheppard, hardware sales manager, and be responsible for all field training, coordination of field activity, promotions, and show participation. He will assist also in agent, jobber, and dealer sales meetings, it was announced.



Robert J. Adams



Slay

Fee

Wimberly & Thomas Elects Two New Vice-Presidents

J. FRED SHACKELFORD, president of Wimberly & Thomas Hardware Co., Inc., Birmingham, Ala., announces the election of Simmie J. Slay as vice-president, secretary-treasurer of the firm and member of the board of directors, and the election of Ola E. Fee as vice-president.

Slay became associated with the company in March, 1946. He served as office manager and comptroller from 1947 to 1953 and was then elected secretary-treasurer of the company in 1954. He is a past president of the Birmingham Chapter of the National Office Management Association and has been an active member in the National Cost Accountants Association. He is presently a member and a director of the Alabama Association of Credit Executives.

Fee joined the company in 1956 as director of purchases, coming there from Spartanburg, S. C., where he was president and treasurer of Montgomery & Crawford Hardware Co. He was formerly vice-president of the Masten-Wright Corp., a firm of export managers representing leading hardware manufacturing firms in foreign markets.



R 4 E Z
A B C 7 M
D Y E R

250,000

250,000 DYER E-Z PLY NUMBERS AND LETTERS BEING PRODUCED EACH DAY!

**Excellent for Numbering Boats and
Making All Types of Signs**

To take care of the unprecedented demand for Dyer E-Z Ply Numbers and Letters, we are producing in excess of 250,000 each day and have installed additional equipment to produce 400,000. This will enable us to take care of your requirements immediately. If you have not ordered your supply of America's finest line of numbers and letters, you still have time to offer these to your customers.

When you stock and sell Dyer E-Z Ply Numbers and Letters you are assured of a full profit, hard-selling point of sale displays, (see photo at right) a quality product priced for a fast turn-over. Order from your favorite jobber today.

DYER SPECIALTY COMPANY Inc.

13019 E. Los Nietos Rd., P.O. Box 2513, Santa Fe Springs, California



No. 1 Scotchlite, Reflecting Silver, with
Black Outline 395 3" Letters & Numbers.
• List \$79.00 • Net \$47.40

Southwest Ramblin's

By JIMMIE McKIE

The McKie Co.
San Antonio, Tex.



Hello Everybody—

Finally, the sun has begun to shine again in the Southwest and the economic situation has changed completely in the last 30 days—much to everyone's satisfaction.

Last month the new vice-president of Oklahoma Hardware Co., **Gene Smith, Jr.**, along with Grace and two other couples went on a vacation to Mexico. This is his report on what happened. . . They couldn't drink them dry, but did wake them up and start them working 24 hours a day. . . While I am talking about Oklahoma Hardware, here is a little poem I copied off their bulletin board which is so true:

MY JOB

It's not my place to run the train,
the whistle I can't blow,
It's not my place to say how far
the train is allowed to go.
It's not my place to shoot off
steam, nor even clang the bell,
But let the train jump the track,
then see who catches ———

How many times in life have we seen just this thing happen—maybe even in your own business.

The **Vic Gehrings** of Peden Iron & Steel are new grandparents—a little girl. Their son, Roy and family, live in Birmingham where he is associated with CECO Steel. . . Mrs. Gehring went over to help out, but the other grandchildren quickly figured her out. . . Vic said they tied a string to the door knob and when she went to correct them for being noisy the light would go out as she opened the door.

At Heitmann-Bering-Cortes they have a new wrinkle. . . the recep-

tionist answers the 'phone "H.B.C." While we are talking about H.B.C. get **Fred Rose** to tell you how he works the angles on these "brake lining specials". . . When I went in to see **A. L. McLellan** of Radoff Brothers, I noticed the sign behind his desk was gone. I always liked it. . . Went something like this: "I know you are a good salesman, but what have you sold lately?"

In Shreveport **Jack Barnes**, Lee Hardware Co., and **Russ Ogilvie**, Ogilvie Hardware Co., both were ready for the rain to stop. . . It was easy to see why, East Texas and Western Louisiana were soaked—water standing everywhere. . . Ran into several of the fellows in Shreveport, **Vernon Haynes**, **Scott Pooge**, **J. S. Sanford**, **Charlie Pitts** and **Clyde Bell**.

Up in Texarkana at Buhrman-Pharr, **Tom Churchill** was out shaking the bushes. **Louie Wilson** was looking at a competitor's catalog when I walked in (I got this straightened out—thank goodness). . . **T. A. Clark** said he hadn't hit a golf ball in a month.

In Sulphur Springs **Mr. D. R. Bonner** of Bonner Wholesale Hardware was showing me the new shelving they had recently put in their warehouse. It is steel and adjustable like **Elmo Beard** has at Tyrrell Hardware.

Bob Kennedy, National Hardware & Supply Co., in Paris was busy working with the architect finishing up the plans for a new home. . . He said **Jack Willoughby** had been up to see them. . . Jack said he made some money his first year in the men's clothing business over in Liberty. . . I keep telling myself I am going to stop by and see him, but never have. . .

Am sure he would welcome a visit by any of his old friends and some business too.

Paul Speaker stopped by the office on St. Patrick's Day, and he, **Hollis Colemere** and I went to dinner. We saw **Frank Dubray**, **Watts Hardware**. Frank was really dressed up with a green Texas tie, loud green socks and a shamrock in his lapel. . . He is the first German speaking Frenchman dressed up like an Irishman I ever saw. . . What I didn't know at the time was that his mother was **Kathlene Cassidy**—that explains it.

At SAMSCO in San Antonio **Earl Stafford**, **Al Voss** and I were talking to **Martin Rheinhard** about salesmen taking orders for anything. . . Martin said several years ago one of their men sent in an order for a steam-roller, then told the customer it wasn't his fault they didn't ship it. . . How many of you reading this have had trouble with your salesmen doing this???? **Buddy Buck** of Southern Supply said that when he was with Western Mindmill he made a deal with the Santa Fe Railroad to buy three old steam engines at scrap prices in case one of his men sent in an order for one. . . No one did, however.

Out in El Paso I went to lunch with some of the **Momsen-Dunne-gan-Ryan** crew across the river. . . **Henry McDonnell**, **Al Hutchet**, **Russ Metsger**, **John Breitenbach** and a couple of others. . . This worked out swell. . . They said it was a "Dutch treat". . . The waiter brought the check and I stood up with my money in my hand asking how much my part was. . . they passed a few words with the waiter in Spanish and then turned and said "Let's go, this is enough money". . . so Old McKie had a free lunch. I splurged and paid the tariff coming back across the bridge at a penny a head (real expensive).

In Phoenix I saw **Louie Zork** and **Ben Marich** of Zork Hardware in the airport and flew back to El Paso with them. . . Every account I called on reported excellent business. . . had to even make reservations for a rent car.

The folks in Amarillo report good business. . . both **Fred Sullivan** at Morrow-Thomas and **Jerry Ratcliff** at Amarillo Hardware. Jerry said they are planning a Fall Show sometime in the late sum-

mer. . . The one they had last September was very successful—no poker games this trip. . . **Jim Develin** says he has quit playing. . . Anybody believe that?

Anybody want some rattle snakes?? I know where there are four live ones! **Roland Ponce**, Galbraith Steel, has them in a glassed in cage in his office. . . Roland was out and **A. C. White** had gone to the coast fishing. . . **Jap Elm** was showing them to me. . . One of these snakes was about 5½ or 6 feet long and one was about 2½ inches in diameter. . . This one is supposed to wind up stuffed. . . One of these snake hunters came in with some tanned skins that he is going to make into a belt—very colorful. . . He said he and his partner at the recent Rattlesnake Round-up in Sweetwater caught 162 snakes out of four dens. . . Over 6,900 snakes were caught over that weekend. He offered to take this big snake out of the cage and put him in a can to be chloroformed, but Jap wasn't too enthused over this idea—let Roland see about the snakes. . . They are starting a Rattlesnake Hunters Club in Lubbock according to this fellow who offered me a membership. . . The only kind I want would be an honorary, maybe!!!

Emmitt Maxwell of Huey & Philp reports their Spring Circular is having an excellent reception from the dealers. . . In fact, they had to buy larger printing equipment to get them out on time. . . **Wimpy Burns** is busy painting his home in his spare time. . . sure is a slow process he says.

Most all the buyers at Higginbotham-Pearlstone were out. . . **Mr. F. L. Edwards** is recuperating from an operation and **James Kelso** was home with the mumps, so he thinks. . . **Otis Higdon** is the only one left. **Peyton Barfield** and **Bill Ingram** report business picking up and looking good.

This afternoon at Schoellkopf all the "wheels" had their picture taken receiving a plaque from Club Aluminum. Don't know too much about it, but imagine the story will be carried eventually in the magazines.

Jim Dilts of Southern Supply Co., was nominated for Councilman of Plano. Haven't heard whether he is a politician or not since I don't know the results of the election. . . Did see in the paper where **Bob Folsom** was elected to the Dallas School Board.

There is always sadness to report: **Bill Hawes**, assistant toy buyer, at Cullum & Boren died of

a heart attack on April 2nd. Bill was 43 and had been with Cullum & Boren over 25 years, so I was told by **Charlie Warlick**.

This is all for this time. . . Adios

Barco Appoints Oliver as Sales Manager

ROBERT J. OLIVER has been named sales manager of the Barco Manufacturing Co., Worcester, Mass., manufacturers of hose noz-



Robert J. Oliver

zles, garden sprayers, and other lawn and garden equipment. The announcement was made by **George Packard**, president.

Oliver was formerly sales manager of Avon Manufacturing Co.

and Kay Products of Worcester, two companies which recently combined with Barco.

Reynolds Names Virginia Firm as Jal-A-Shade Rep

THE CONVERTIBLE Clip Corp. of Falls Church, Va., has been appointed Jal-A-Shade representative for the northeast part of the United States, Reynolds Aluminum Supply Co., Atlanta Ga., announced recently.

Piedmont Plans Annual General Trade Show

MORE THAN 250 dealers attended the General Trade Show held by Piedmont Hardware Co., Danville, Va., in its new display room March 20-22. Due to the success of the event, the company plans to make this an annual event and has set the dates for next year as March 19 through March 21.

E. C. Bradford, executive vice-president of the wholesale organization, stated, "The many favorable comments we have received from dealers and manufacturers alike indicate to us that a definite pattern has been established to the extent that this is the kind of dealer assistance needed to help the independent retailer compete with the professionals in the retail distribution of hardware and kindred lines."



Dealers enthusiastically view lines in Piedmont Hardware Co.'s Display Room.

MARK I CHALLENGER
SINGLE ENGINE \$189
 RETAIL



You can make a lot of money selling **SIMPLEX** . . . America's Finest Racing Kart

Here's
 Why:

- Simplex Karts have and will consistently outsell any and all other Karts on the market because the quality is obvious and the combination of standard features are unmatched by anyone.
- Our dealer discount is among the highest, if not the highest, in the industry. When you consider that we pay the freight and charge nothing extra for crating as some do, our dealer profit structure is perhaps the highest in the industry.
- We have a complete dealer help program.
- With the largest production capacity in the industry Simplex can deliver all the Karts and Parts you will sell.

Send for our complete Dealer Brochure with the answers to all of the questions most often asked by prospective Kart dealers.

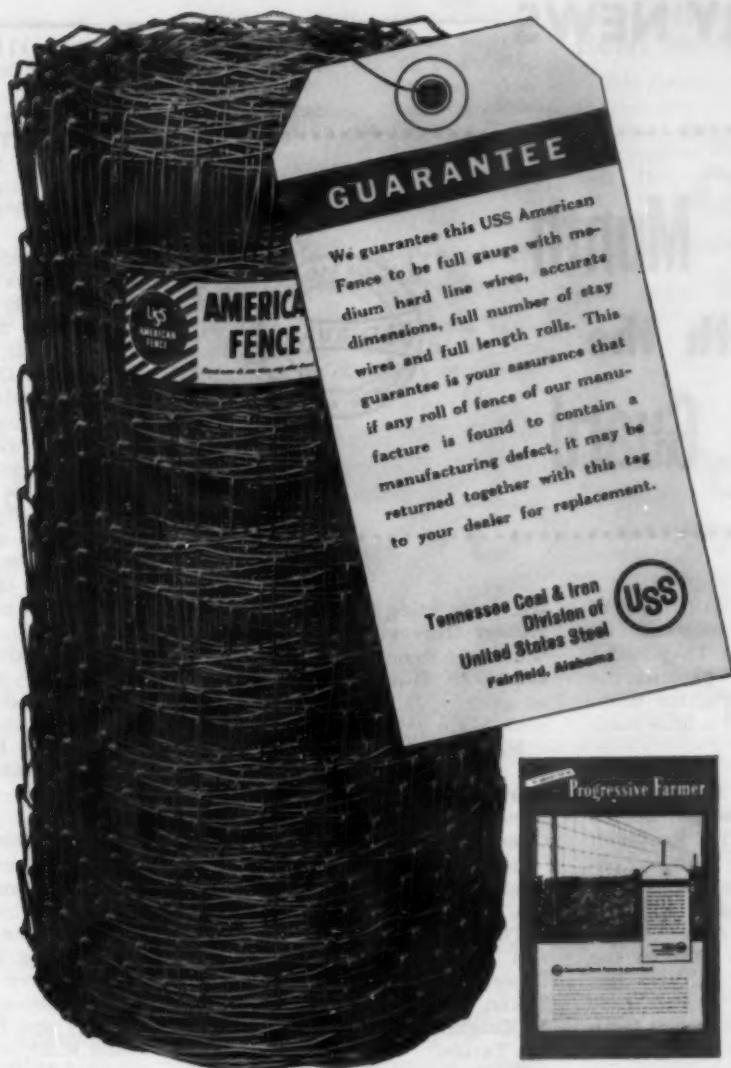


MARK II CHALLENGER
DUAL ENGINE \$269
 RETAIL

SIMPLEX MANUFACTURING CORPORATION

540 North Carrollton Avenue, Department SH, New Orleans 19, Louisiana





Boost farm fence sales with this new **USS** American promotion

Here's a straight-to-the-point promotion designed to increase your sales of USS American farm fence. No gimmicks or elaborate displays. It's built around an offer of unshakeable honesty—our guarantee. Here's the plan. Consumer ads in leading farm publications will alert farmers to look for the guarantee tag on every roll of USS American fence. It's their assurance from U.S. Steel that the American fence they buy must be free from manufacturing defects or it will be replaced. In addition, you may order free giant guarantee tags that can be used as a window display, or attached to your own display of fence. There will also be free counter cards carry-

ing out the same guarantee theme. Display these merchandising aids prominently for bigger American Farm Fence sales. Order yours now . . . use the handy coupon below. General offices: Fairfield, Ala.

USS and American are registered trademarks

Advertising Department, Tennessee Coal & Iron Division
P.O. Box 598, Fairfield, Alabama

Please send me free guarantee tags and counter cards so I can tie in with U.S. Steel's Farm Fence Guarantee promotion.

Name

Store address

City Zone State

Tennessee Coal & Iron
Division of
United States Steel



This Month with the Old Guard



THERE WASN'T a dull moment among Old Guard members on hand in New Orleans. They had a rousing good party, painted the town a somewhat brighter crimson shade . . . and did a little business as well!

THE CONVENTION SCENE:

Ed Hoge and George Barton taking it easy in the Roosevelt lobby, watching the passing parade . . . Sid Tompkins, Luster Farmer and John Lasley swapping yarns in Al Misner's suite . . . Bob Raymond a gracious host in the True Temper suite . . . ditto Jim Young in the Yale & Towne headquarters . . . Vince Lowe and Herb Wannan in a head-to-head conference.

Wally Nall hotfooting it to collect his golf prize . . . Charlie Babington working hard with George Sins on the golf commit-

tee, both doing a superb job . . . Hubert Groves smooth as silk on the dance floor . . . Gardner Lipscomb and Tillman Cavert, cordial as ever . . . Red Garner in the pink again.

Harry Taylor recalling old times . . . Sam Eaves, Bob Barnes, and Harry Hoffner welcoming all . . . Pleasant chats with Frank Horton, Charlie Pitts and Ned Hornibrook. Seen making the rounds: Dietz Lusk, Hubert Bernet, Doug Cravens, J. T. Cobb, and George Day.

The Texas crowd out in force and looking great: Clyde Holley, Dewey Godfrey, the displaced Texan, Stafford Jones, Charlie McKnight, Paul Speaker and Harold Torian.

Other folks it was good to see: Bill Gillespie, Toombs Howard, and Tim O'Leary . . . Tom Robertson lamenting the demise of his golf game nobody believes him).

. . . George Taylor mingling with friends . . . Connie Goldstrohm's immortal words in closing the OG Dinner: "Let's end this rat race."

Shortly before convention time Charlie Pitts reported that Earl Van Buskirk, now retired, would not be able to make the convention this year, but extended his regards to all OG members. Charlie had heard also from William M. Ives, the oldest member of the Old Guard, who would not be able to be in New Orleans because of ill health. Mr. Ives left the hardware industry many years ago and, in fact, advised us some time ago that he made his last business trip south of the Mason-Dixon in 1923, but he's still interested in the OG.

Charlie advised also that Bob Hicks, OG assistant secretary-treasurer had been ill and would be unable to attend the convention. Bob is better but not quite up to convention activities for the moment.

Hubert Groves is slightly frost-bitten. "Having been in Philadelphia since January 1," he says, "I encountered one of the worst winters in the history of this area. After living in one room for a while, I have at last been able to lease a house at 33 Trent Road. Dorothy and I will move in April 1 and will just get settled in time to come to the Southern Convention. We certainly will be happy to have a home again. The house we had just completely remodeled in Houston was sold to Gene Groves who replaced me as district manager in the Southwestern territory."

"Snow and more snow" in recent months has plagued Forrest Johnson who was happy to get to New Orleans and balmy weather. Forrest writes that "Scott A. Poage of the Southern Division is now driving a new Starliner Ford equipped with all the modern conveniences."

Recently the Frank & Forrest Johnson company took on as a new line, Sturdisteel Sanicarts and Specialties made by Central Texas Iron Works. Forrest celebrated a birthday recently and is one of the few OG members to even admit having them anymore.



New OG officers, from left: Frank H. Horton, first vice-president; Dewey Godfrey, executive committee; Luster B. Farmer, president; C. A. Goldstrohm, past president; C. A. Pitts, secretary-treasurer; Dietz Lusk, executive committee chairman; Ed Hoge, second vice-president, and Ned Hornibrook, executive committee.

The Jacksonville branch of the OG continues to live it up. On a Saturday evening during February, Past President and Mrs. **Harry Hoffner** entertained members of the brotherhood at dinner and dancing at the Florida Yacht Club.

Frank Boxwell, the Yale & Towne retired rep, who makes his home in Dallas hoped to attend the convention, "but due to a recent cataract operation on one of my optics, my doctor says 'nix'. No conventions just now—maybe 1961."

Corpus Christi Hardware Elects Two New Officers

JOE F. WOOD, president of Corpus Christi Hardware Co., Corpus Christi, Texas, announces the election of two new officers by the company's board of directors.

W. M. Renick, associated with the company for 25 years and manager of credit sales, was elected treasurer.

L. C. Carter, a 10-year employee of the company, is its new secretary.

Edwin Flato, the company's founder and long-time president, was re-elected chairman of the board, and **Franklin Flato** was re-elected vice-president.

Union Malleable Appoints Sales Representatives

GEORGE DEVER, sales manager, Union Malleable Manufacturing Co., of Ashland, Ohio, announces the following appointments as sales representatives.

In the East South Central area, the Cosper Co., Inc., will represent Union Malleable in Alabama, Mississippi, Louisiana, Tennessee, Georgia, and South Carolina. Cosper Co., Inc., of 3533 - 28th Place, North, headquarters at Birmingham, Ala. Because of Cosper's warehousing facilities, the warehouse formerly located at Atlanta has been moved to Birmingham, and the six above-named states will now be serviced from Birmingham.

S. F. Holcombe, Jr., of St. Petersburg, will represent Union Malleable in Florida. Holcombe's company name is Distributors Services, located at 201 - 17th St., South, St. Petersburg.

In addition to the above appointments, Dever also announced that **West Howell** of 4123 Mt. Holly Rd., Charlotte, N. C., is representing Union Malleable in North Carolina and in central and southern Virginia.

Kinnaird Is New President of Shelby Metal Products

SHELBY METAL Products Co., Shelby, Ohio, announces two changes in its executive group.



W. H. Kinnaird

C. C. Fish, one of the 40-year-old company's founders, has been elected chairman of the board. He formerly served as both president and chairman.

New president is **W. H. Kinnaird**, who joined the firm as executive vice-president in 1958. An industrial engineering graduate of Pennsylvania State University, he previously spent 10 years with Brookville Glove Co., Brookville, Pa. As vice-president and general manager for five years, he directed sales of garden gloves through hardware and garden supply wholesalers.



Lawn Mower Institute Holds Meeting in June

THE EIGHTH Annual Meeting and Convention of The Lawn Mower Institute, Inc. will be held again this year at Fred Waring's Shawnee Inn, Shawnee-on-Delaware, Pa., from June 12 to June 16. This year is Shawnee Inn's 50th year of operation and Lawn Mower Institute members and guests will enjoy special events commemorating the Inn's Golden Anniversary Season.

Stanley Opens Branch Facilities in Atlanta

COMPLETION of a new office and warehouse for The Stanley Works in Atlanta, Ga., was announced recently by **John C. Cairns**, president of the New Britain, Conn. firm.

The one-story structure of brick, steel, and concrete is located on two acres of land. Aluminum framework and windows were fabricated by Stanley Building Specialties and the entrance door will open and close automatically with Stanley Magic-Door equipment. Modern receiving and shipping facilities are provided for both truck and rail. The warehouse is served by the Southern Railroad.

The new building will house regional sales and warehouse operations of the Stanley Hardware, Stanley Steel Strapping, and Stanley Electric Tools divisions of the company, and regional sales offices only for the Stanley-Judd drapery hardware division.

Paul E. Good has been appointed branch manager of the new factory and warehouse operation now in progress. He formerly was branch manager of Stanley's Dallas office managed by **James H. Nichols**.

**Another Campbell Chain
Exclusive...**



NEW!
Blue Temper®

PRE-CUT, PACKAGED CHAIN

**SELF-SERVICE
DISPLAY MERCHANDISERS**



- 3/16", 1/4", 5/16", 3/8" Proof Coil Chain . . . in lengths of 10', 15', 20', 50' and 100' . . . in attractive self-service packages.
 - Instantly identified by the rich blue color . . . tempered right into the chain.
 - Pre-Cut to eliminate measuring and cutting.
 - Pre-Packed for self-service and attractive display.
 - Clean—no dirty hands or clothing.
 - Labeled for instant identification of grade and size . . . ready for pricing.
 - "Measure-Mark"—marked every 5' and color-coded in the 50' and 100' lengths.
- Contact your Campbell distributor or write direct for details.

Pre-Cut, Packaged Chain also available in Hot Galvanized

**CAMPBELL
CHAIN**

CAMPBELL CHAIN Company

FACTORIES: York, Pa.; West Burlington, Iowa; Union City, Calif.
WAREHOUSES: E. Cambridge, Mass.; Atlanta, Ga.; Dallas, Texas;
Chicago, Ill.; Portland, Ore.; Seattle, Wash.; Los Angeles, Calif.
Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

ARE YOU MAKING USE OF OUR READER SERVICE?

The editorial and business staff of **SOUTHERN HARDWARE** is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available to you from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids.

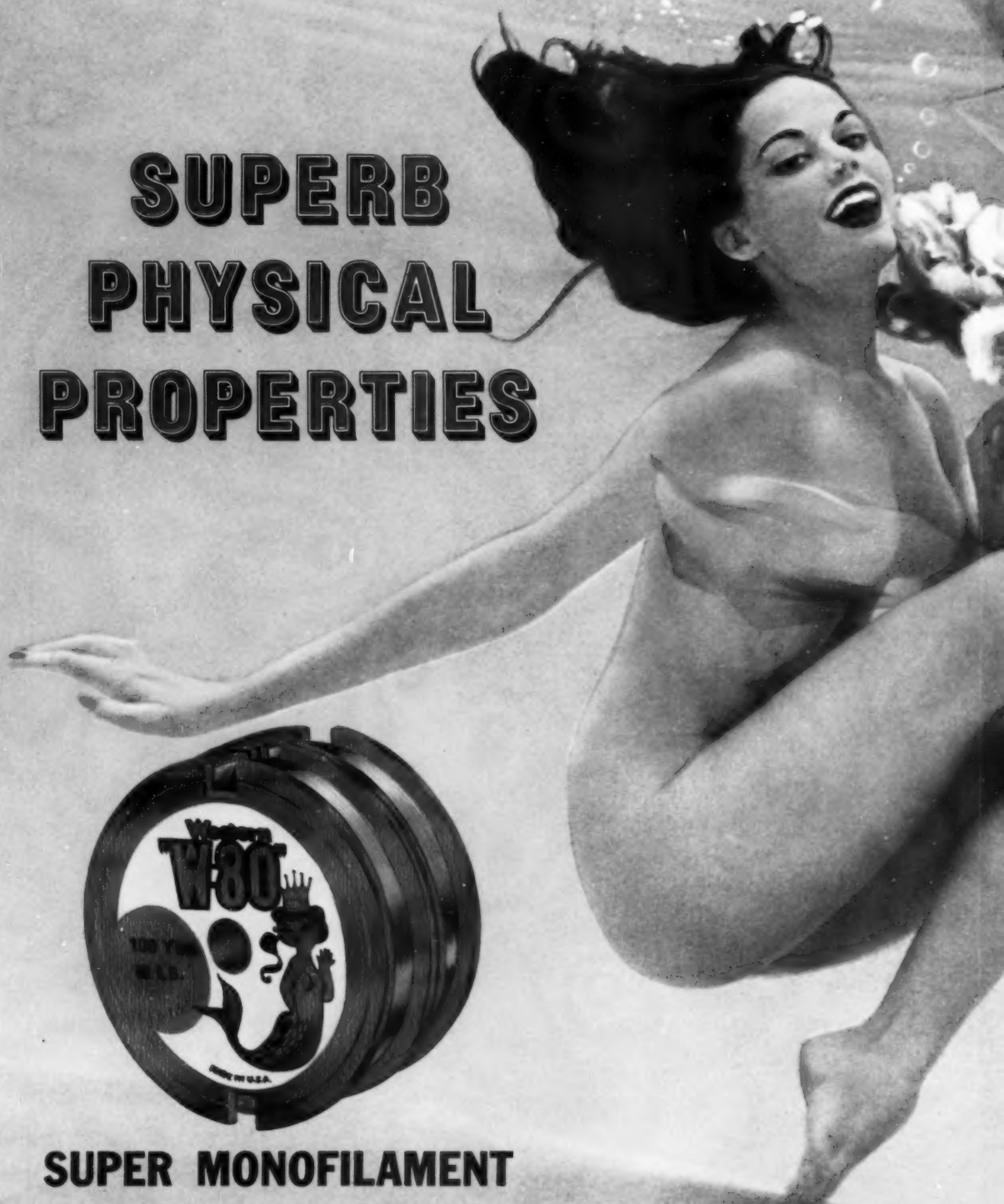
Check over the list of publications and informative bulletins available; note the numbers of the ones you need on the handy return card coupon along with your name, title, company and address plainly written. We will tell each manufacturer to send directly to you the information you want.

Address your requests to:

**READER SERVICE
SOUTHERN
HARDWARE**

806 Peachtree St., N. E.
Atlanta 8, Georgia

SUPERB PHYSICAL PROPERTIES



SUPER MONOFILAMENT

SOLD THRU SELECTED JOBBERS



THIS IS "W-80"

SUPER MONOFILAMENT FOR SPINNING OR BAIT CASTING

The "W-80" formulation contains a superb combination of physical properties . . . nothing like it ever!

Maximum strength and minimum diameter is combined with low stretch and exact limpness to provide its amazing knot test and unheard-of fatigue resistance!

The locked-in gold color of "W-80" monofilament will easily deceive the wildest trout and the "gold plated" spools will captivate the most discriminating fisherman!

"W-80" Super Monofilament is produced by the famous Western Monojet Process . . . the only method that can really guarantee the utmost in quality!

You can sell "W-80" with pride and confidence . . . and with greater profit!

Write for full details and name of your nearest jobber.

HERE'S WHY

a artist's conception (magnified)



A The molecules are oriented in our exclusive Hot-Stretch Process to reduce diameter and remove surplus stretch!

B The "W-80" formulation is produced by our exclusive Monojet Process to provide amazing physical properties!

IF
:
YOU
:
LOVE
:
BIG
:
PROFITS

PLEASE
:
LOOK
:
INSIDE





"W-80"

AN UNPARALLED ANNOUNCEMENT
OF OUR PROUDEST
FISHING LINE ACHIEVEMENT!
STOCK NOW... BE READY!

PRINTED IN U.S.A.

Swinging Around The Southeast



BY DAN M. FRY

Fry-Holbrook & Associates
Atlanta, Ga.

AS USUAL, the Southern Hardware Convention was a huge success . . . held in New Orleans this year, the crowd was next to the largest ever recorded . . . We are fortunate to have good men to work out the details . . . excellent speakers . . . not only good outside speakers, but men with talent right within the hardware ranks . . . wonderful entertainment . . . a good time was had by all.

Had dinner the other night with **Bill Brackman** . . . Bill is a manufacturers' agent with Killebrew, Brackman & Roth, who head-quarter in Nashville . . . **W. C. "Bill" Kennedy**, formerly with Kennedy Hardware Co., Nashville, Tennessee, has gone into the manufacturers' rep business . . . Bill will work as the W. C. Kennedy Co., 2415 McCallie Avenue, Chattanooga, Tennessee . . . We wish Bill good luck in his new endeavor . . . Our apologies to **Bill Peet**, representative for John T. Everett Co., in the Georgia territory, for not giving with the news about his baby daughter, born back on September 28, 1959 . . . Her name is Amanda Jane . . . Pappa Bill is justly proud.

The Georgia-Florida dealers association meeting, held in Jacksonville, was the best it has been in years . . . well managed . . . well staged . . . good dealer turnout . . . happy exhibitors . . . **Allan Duke**, Kwick-Set representative, is now living in his new home at 4906 River Basin Drive, South, Jacksonville, Florida.

A good ole redhead is **John Burnell** . . . lives in Clearwater, Florida and represents Stanley Tools . . . Always ready with a new story is **Clay Threeton** . . . representative for Remington Arms Co.

. . . Clay has been around the territory quite a few times . . . to say the least . . . **Mr. & Mrs. Jack Jones** are expecting a new arrival in May . . . Jack is assistant to **Glenn Torbett**, buyer for Summers Hardware Co., Johnson City, Tennessee . . . **George Doli** was doing the "hesitation waltz" (as he calls it) during the after-hours activities at the Florida-Georgia Hardware Convention . . . George is with Landers, Frary & Clark . . . Quite a waltzer . . . **Miss Gertrude Perrow**, secretary-treasurer, Hasson-Bryon Hardware Co., Morristown, Tennessee, is back at the office after a serious illness . . . We are glad to report this good news.

Ralph Earnhardt, Gates Rubber representative, was seen working hard in the Atlanta area around March 24th . . . **Doug T. Cravens** and **William "Bill" Rumley, Jr.** . . . two good reps, have merged . . . No change in lines . . . They will work the Southeastern territory . . . Doug has worked the territory since 1936, and Bill has been around quite some time too . . . A couple of good guys . . . We wish them every success . . . **A. G. Spicola**, . . . Spicola Hardware Co., Tampa, Florida, has six grandchildren and one on the way . . . Made Grandpappa Spicola feel good the other day when someone asked him if he was a brother of Tommy Spicola, who of course is his son . . . Enough to make any grandpappa feel good.

Had refreshments with **Winn Warren**, in New Orleans the other day . . . Winn is the representative for the J. R. Clark Co., Spring Park, Minnesota . . . How Winn carries an ironing board on an airplane with him should be a rare

sight . . . But he does it . . . It is always a pleasure to chat with **Mr. & Mrs. Dave Morrison** . . . Dave is with the Animal Trap Co. of America . . . They have factories in Pennsylvania and Mississippi.

To get back to the Southern Hardware Convention . . . Although Bourbon Street is hard to compete with, we noticed this year a goodly crowd hung around the headquarters hotel . . . This is proof that folks were enjoying seeing their friends and attending the convention.

We were hard hit by Old Mother Nature this winter . . . Spring is now here and business will be good . . . Above all, don't panic. This is a time to be calm, and make every effort worth while . . . Thanks to my many friends who make such nice comments about this column . . . Please send your hot news to me at Southern Hardware magazine . . . See you next month.

S & S Sales Co. Occupies New Building in Dallas

S & S SALES Co., manufacturers' representatives and warehousemen in the Southwest for several manufacturers of builders hardware, hand tools, picnic items, and garden supplies, has occupied its own building at 2501 South Harwood, Dallas 15, Texas.

The new building has four rail doors opening on a Cotton Belt spur track and three truck doors opening on to a 60-foot covered dock, along with 14,000 feet of fenced open storage. Paved off street parking is also provided.

Charles M. Stieg Joins Schlueter Mfg. Co.

CHARLES M. STIEG, merchandise manager for electric housewares, cutlery, and major appliances at Shapleigh Hardware Co., St. Louis, Mo., until the firm liquidated recently, has joined Schlueter Manufacturing Co., of St. Louis.

He will represent the galvanized ware manufacturer in Illinois, Indiana, and Ohio. William Vogt, who formerly traveled this territory and the city of St. Louis, will cover only St. Louis.



COTTON JOHN SMITH, famed Southwestern radio farm director, is on your selling team!



Sheffield goes all out to pull in sales for you **SHEFFIELD "100" BARBED WIRE** is being advertised as never before!

Full-page ads run repeatedly in such leading magazines as *Progressive Farmer*, *Farm and Ranch* and *The Sheep and Goat Raiser*, reaching nearly a million circulation.

Top-rated Southwestern farm service radio stations broadcast the Sheffield "100" Barbed Wire story five days a week. Cotton John Smith, noted radio farm director, talks to farmers about Sheffield "100" over ten stations.

It's a safe bet no farmer or rancher in your territory can miss the good news and the selling impact of Sheffield "100" advertising. Your customers and prospects are constantly reminded of the greater strength, better corrosion resistance, longer fence life and lowest cost per year that make up the quality story of Sheffield "100." To cash in on this all-out advertising, stock up now. Get in touch with your distributor.

MADE IN U.S.A. by Sheffield

That means you're selling the product of U.S.A. steel workers who in turn buy the produce of your customers' farms and ranches. It means you're selling barbed wire you can stake your reputation on—because it's backed by steelmakers who are neighbors of yours and have stood behind their products since 1888.

SHEFFIELD



"100"

High Strength
BARBED WIRE



SHEFFIELD DIVISION

Sheffield Plants in Kansas City, Tulsa and Houston



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

*Sell Satisfaction and
Increase Profits with*

PLUMB HAMMERS



** The Autograf*
(No. OAN 11½)

The Autograf. Still America's favorite hammer—will give years of service. 16 oz. head. Tough, shock-absorbing hickory handle, tested for strength. Also available with 20 oz. and 13 oz. heads.

** The F-57*

With Non-Breakable Fiber-Glass Handle. 16 oz. head. The most durable handle made. Won't bend, break or collapse—can't rust, rot or corrode. Also available with 20 oz. or 13 oz. heads.

Assembled with
PERMABOND

An exclusive PLUMB feature
KEEPS HEADS TIGHT
permanently

PLUMB®
HAMMERS • HATCHETS • AXES • FILES

FAYETTE R. PLUMB, INC.
Philadelphia 37, Pa.



There's
more profit
in plated
fasteners
(and
more volume
when
they're
displayed)

The Short Story on LAMSON Plated Assortments

All bolts plated, nuts included. Six assortments—the fast-moving types and sizes that cover 90% of your customers' needs: Cap Screws, Hex Screws (two assortments), Carriage Bolts, Lag Bolts, Stove Bolts. Refills available from stock. Steel trays have movable dividers, price tickets, can be mounted on Lamson floor stand to form a complete four-tray bolt department. Cash register cards are furnished for each assortment.

PLATED fasteners produce more profit, and they move better than black bolts. Given a choice, your customers will reach for the clean, good-looking, rust-resistant product.

Sell them the easiest way possible: display your plated inventory in Lamson "Serve Yourself" Bolt Trays. Volume and profits will jump nicely, we can promise you that.

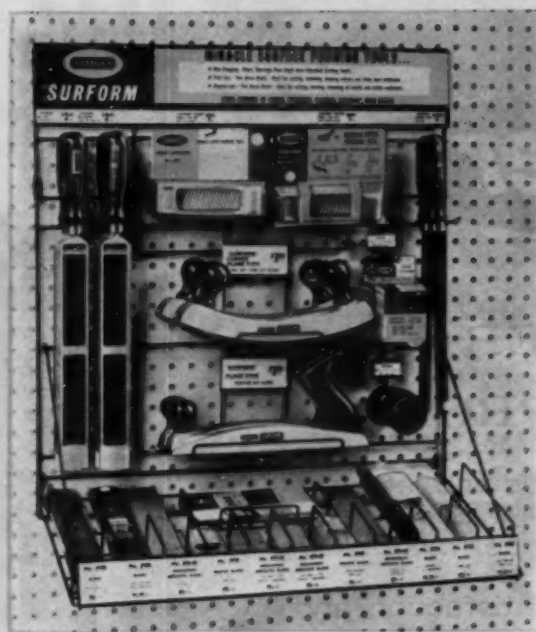
Why wait for details? Tear out this page and mail it to your Lamson Wholesaler—or pin it to your want-book, if he's coming by soon.



LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND 9, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham



UNI-RACK Merchandiser FOR STANLEY SURFORM® MIRACLE SPEED FORMING Tools and Blades



Stanley provides a new, self-service, self-selling Uni-Rack merchandiser for SURFORM, the tool everybody wants. In compact space, the new Uni-Rack display holds a complete stock of SURFORM speed forming tools and replacement blades—40 fast-selling, nationally advertised items. Hooked into pegboard for wall display, or used with ease on your counter, the wire rack boosts impulse sales... speeds turn-over. The rack (an \$8.00 value) is furnished free with starter stock. Price tickets are also furnished for all items. Cash in on the new No. 2940D SURFORM Uni-Rack—your cost, \$44.60 (retail value, \$66.65). Order from your wholesaler salesman today.

Stock STANLEY Hardware and Electric Tools for FASTER TURNOVER



STANLEY Hardware Center—a complete home hardware department with every hardware item your customers need for remodeling, repair and workshop projects. 174 fast selling basic items organized into 22 product groups. Wire "Uni-Racks" for minimum set-up time. Order 11 or more groups and you get free Promotion Kit!

The STANLEY Sabre Saw, a stand-out profit-maker, like all STANLEY Electric Tools, is what your customers want for cutting wood, plastic, steel. Powerful, perfectly balanced, heavy-duty Model H75 (supplied with 3 blades) is ideal for making valances, shelves, cabinets—any intricate work. It's a fast mover!



List Price
\$46.95

STANLEY

REG. U. S. PAT. OFF.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

CANADIAN PLANTS: HAMILTON, ONTARIO, AND ROXTON POND, P.Q.

WHY

Commander

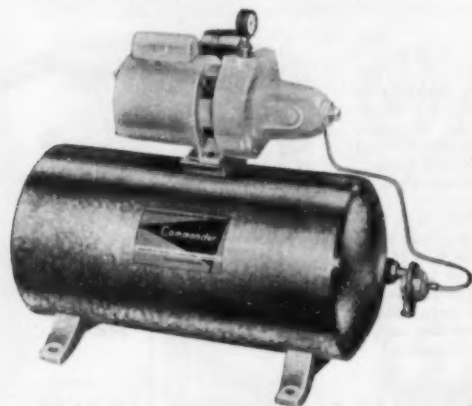
PUMPS and WATER SYSTEMS ARE MORE PROFITABLE

- 1 A high quality prestige line of subs and jets
- 2 Superior features and performance make selling easy
- 3 High quality insures customer satisfaction and a minimum of service
- 4 Powerful sales promotion assistance tailor-made to your market

Here, at last, is a high quality prestige line of water systems with the high profit potential that you've been looking for! Complete lines of both jets and subs. Solid, enduring quality that has disappeared from many pump lines. Outstanding performance. Exclusive fea-

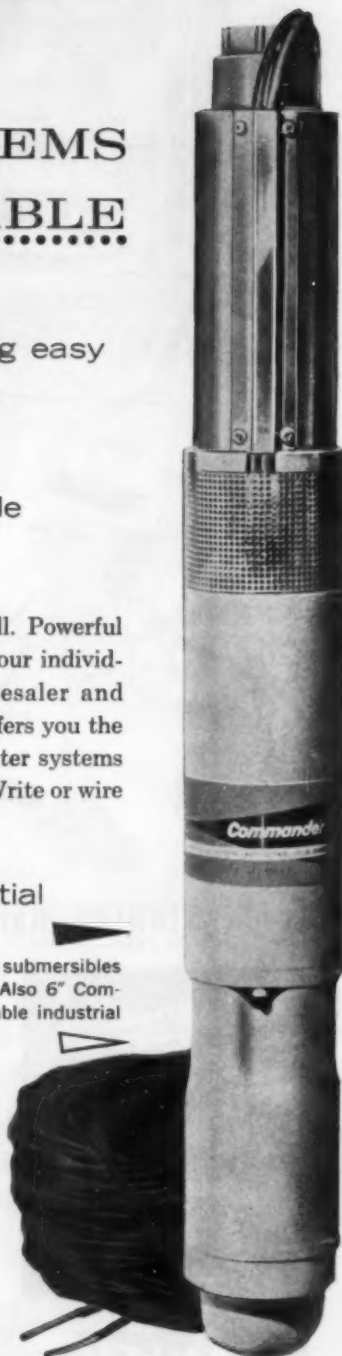
tures that you can really sell. Powerful sales assistance, tailored to your individual needs, from both wholesaler and manufacturer. Commander offers you the surest way to get into the water systems business fast and profitably. Write or wire for the full story today.

Take advantage of this long-range high profit potential



A complete line of 4" Commander submersibles in both 2-wire and 3-wire models. Also 6" Commander subs for the highly profitable industrial and commercial jobs.

Commander "Economy" jets to dominate the most competitive market situation at a profit. Commander deluxe quality jets for maximum volume and profit. Everything you need to make you the No. 1 pump headquarters in your area!



Commander division / The Tait Manufacturing Company / Dayton 1, Ohio



*presents a complete line of SISALS
packaged for convenient selling*



SISAL ROPE unoiled

All sizes 1/4" diameter to 1" diameter
420 lb. test—6300 lb. test.

Put up in 100 ft. *coils*—banded.

Put up in 52 lb. *cartons*—center pull
dispensing type.



SISAL TYING TWINE

1 ply—160 lb. test—22 lb. and 52 lb. cartons.

2 ply—320 lb. test—22 lb. cartons.

Put up on *coreless tubes* in individual
self-dispensing center pull cartons.

SISAL WRAPPING TWINE

55 lb. test. Put up on 1/2 lb. and 1 lb. *coreless tube*.
Each tube labeled and wrapped in cellophane.

**Put your confidence in
the QUALITY LINE...**

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cords
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines
Starter Rope
Jump Rope

Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines
Manila Ropes
Masking Tape
Freezer Tape
Polyethylene Ropes



Orders of \$75.00 or more, freight
prepaid. Orders of less than \$30.00
f. o. b. Mill, Lawndale, N. C., Van Nuys,
Calif., Marietta, Minnesota, Dallas, Texas,
or Waynetown, Ind. Orders of \$30.00 to
\$50.00, freight allowed to \$1.00 per cwt.
Freight prepaid does not include extra
charges incurred outside carrier's
regular zone of delivery.

ESTABLISHED 1873

Cleveland Mills Company

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

SOUTHERN HARDWARE for May, 1960

For more information use Handy Return Card, Page 69

27

ACCO SWING KITS ARE PACKED FOR PROFIT!



Attractive, Transparent
Bag Contains Chain
and Fittings for Making
a Safe, Strong Swing!



Kids love swings, and so do parents—when they're safe and strong! Now, with Acco Swing Kits, you can sell a swing that's sure to appeal to everyone—kids, parents, and especially you, Mister Dealer! The Acco Swing Kit contains chain and fittings for assembling a sturdy new swing or repairing an old one. No need to stock separate swing components any more—because they're all right here in one complete package. Put up in a colorful, transparent polyethylene bag, Acco Swing Kits are always "on display" on a counter or on a wall rack. Join the swing to Acco Swing Kits—a sparkling new fun item that's packed with profit for you!

Here's what the New Acco Swing Kit contains:

- two pieces No. 1/0 Double Loop (Tenso) Chain, each 10 ft. long.
- four pieces 1/4" (No. 526) Steel "S" Hooks.
- two rust-proof Nylon bearing links.

All chain and fittings are bright zinc plated. Packed five bags to a carton, five cartons to a shipping case.

"Specify American when you order these items from your distributor"



SASH CHAIN

For double hung windows and many other uses where flat chain is needed. Runs smoothly over pulleys. In cold rolled steel or solid bronze.



SAFETY PLUMBERS' CHAIN—A light flat chain in brass or steel. Four sizes—2/0 to 2. In 50-ft. (cartons) or 500-ft. (reels).



JACK CHAIN

A light weldless chain with wide use where strength is not a factor. In brass or steel. 50 ft. cartons or 500 ft. reels.



TENSO CHAIN

Light, yet strong. In bright, bright zinc and hot galvanized finish. 100 ft. in carton—250, 500 or 1000 ft. on reel. No. 7 to 10/0 sizes.

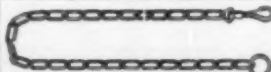


ELWEL MACHINE CHAIN—Twist link electrical welded chain. Also in straight link. Bright, bright zinc and hot galvanized finish. No. 5 to 7/0 sizes. 50 and 100 ft. cartons.



PROOF COIL

For a host of regular uses except lifting. Open hearth basic steel—self colored. Hot galvanized finish.



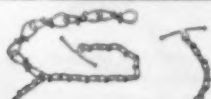
HANDY CHAIN

As its name implies, a chain of countless uses. Elwel Handy chain is 66-in. long—has snap on one end, ring on the other.



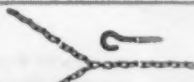
DOG CHAIN

ACCO makes a variety of dog chain both in welded and weldless styles. Ask your distributor for information.



TENSO COW TIES

In a varied range of styles and sizes. Bright finish.



TENSO PORCH CHAINS

Set consists of two Y-type chains, two ceiling hooks. 2/0 leader with 1/0 branches.



COLD SHUTS

For joining large sizes of chain. Use one size heavier than chain size. 3/16 to 1 1/4 in.



COTTER PINS

Made from cold drawn half-round steel wire. One end extended for easy spreading. Wide selection of sizes.

ORDER FROM YOUR DISTRIBUTOR

Contact your American Chain distributor for complete information about these items or write our York, Pa., office for free Catalogs DH-176B and DH-140.

AMERICAN CHAIN ACCO

American Chain Division • American Chain & Cable Company, Inc.

Bridgeport, Conn. • Factories: *York and *Braddock, Pa.

Sales Offices: *Atlanta, Boston, *Chicago, *Denver, Detroit, *Houston

*Los Angeles, New York, Philadelphia, Pittsburgh, *Portland, Ore., *San Francisco

*Indicates Warehouse Stocks



\$3.98

model only

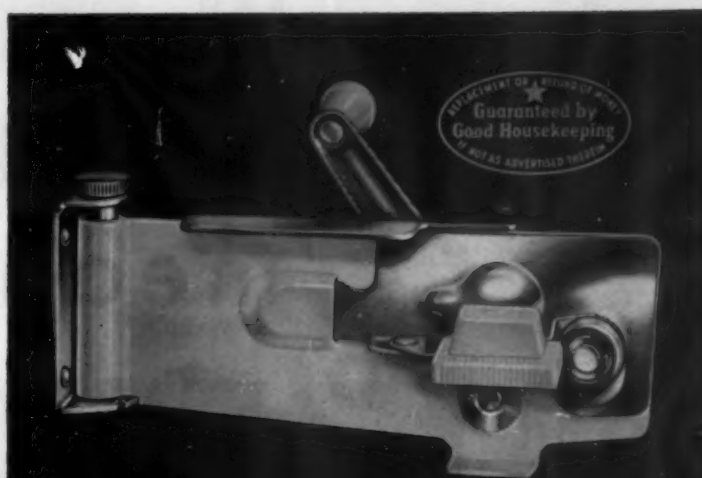
\$2.98

AND ANY OLD CAN OPENER

**8th ANNUAL
SWING-A-WAY
TRADE-IN SALE!**

Here's just the right prescription for pulling traffic during dull summer weeks... the 8th annual SWING-A-WAY money-saving TRADE-IN promotion. YOU GIVE \$1.00 TRADE-IN ALLOWANCE for any old can opener toward the purchase of a regular \$3.98 Swing-A-Way Standard Magnetic Can Opener, and MAKE YOUR FULL SWING-A-WAY MARK-UP. Hundreds of dealers were disappointed last year. Better act now! Order the No. 123 TRADE-IN deal at your usual discount.

SOUTHERN HARDWARE for May, 1960



**A SELL-OUT THE PAST 7 YEARS
ORDER YOUR TRADE-IN DEALS NOW!**



**Packed
in 3-color
COUNTER DISPLAY**

3 #123 DEALS TO SHIPPING CARTON wt. 27 lbs.

CAT NO.	CONTAINS	RETAIL EACH	TOTAL RETAIL
123	3—No. 607W White	\$2.98	\$17.88
	2—No. 607Y Yellow	\$2.98	
	1—No. 607R Red	\$2.98	

you can sell more, make more with

SWING-A-WAY

SWING-A-WAY MANUFACTURING COMPANY • 4100 BECK AVENUE • ST. LOUIS 16, MO.

For more information use Handy Return Card, Page 69

PETERS

means

POWER

to your customers!

That's why it pays to
stock, display and push the
entire power-packed line of
PETERS "High Velocity"
sporting ammunition.



Peters

sales
PACKS THE POWER

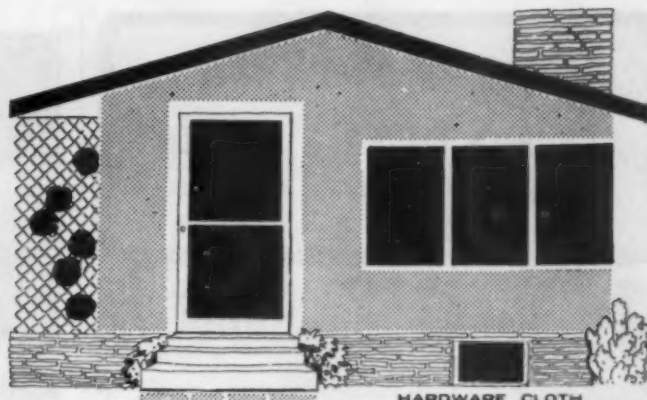
PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.





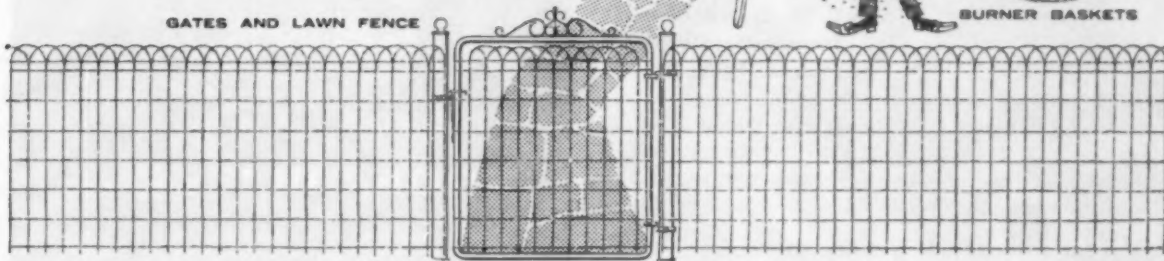
FLOWER BED BORDER



HARDWARE CLOTH

Make your hardware store "HOME FIX-UP" HEADQUARTERS

GATES AND LAWN FENCE



BURNER BASKETS

with the complete line of **USS** Cyclone Hardware Products

SUMMER is the "fix-up" time when customers will be shopping your store for products to make the outside of their homes more attractive and useful. And many of the items they want will be found in the complete line of Cyclone Hardware Products.

USS Cyclone Hardware Products are high-profit, fast-moving items. Because they are a well-known, integrated line, with great customer appeal, the sale of one product often leads to another purchase. For example—the customer who comes into your store for Cyclone Lawn Fence often buys Cyclone Gates or matching Flower Bed Border as well. Or here's another case. The

man who comes in for a Cyclone Burner Basket may well buy Cyclone Hardware Cloth to reinforce his basement window screens or screen door panels. And very often this extra sale is made with little or no effort on your part, especially when you stock all these Cyclone Hardware Products . . . and put them together in one eye-catching, related display.

Get ready for big business this summer. Build up your stock of USS Cyclone Hardware Products. Get more information and display ideas from American Steel & Wire, 614 Superior Avenue, N.W., Cleveland 13, Ohio

USS, American and Cyclone are registered trademarks

**American Steel & Wire
Division of
United States Steel**



United States Steel Export Company, Inc.

USS AMERICAN MERCHANT PRODUCTS INCLUDE: Cyclone "Red Tag" Lawn Fence and Flower Bed Border • Hardware Cloth • Catch-all Baskets • Lawn Gates • American Fence, Gates and Posts • American Baler Wire • American Nails • American Hex-Coil Poultry Netting • American Barbed Wire

*I have to check this
rack 3 times a day to
keep it full!*



**"It really sells VISE-GRIPS
and saves space..."**

**says C. M. Brunsfeld,
Leyden Hardware
Melrose Park, Ill.**

Similar comments are coming from hundreds of dealers all over the country. They like the way the display rack makes it easier for customers to pick out the models they want.

Current series of ads in Life, Saturday Evening Post, Popular Science, Popular Mechanics, and Farm Journal all show this display rack, and **YOUR CUSTOMERS WILL BE LOOKING FOR IT IN YOUR STORE.** If you haven't got your **FREE DISPLAY**—or if you need another one—please write direct (or ask your jobber).



PETERSEN MFG. COMPANY

De Witt, Nebraska • Dept. SH-5

GENSCO
BUSHMAN

Adjustable
Tension Stud
No pins to lose.

**bow
saws**

**GIVE YOU
PROFABILITY***

Gensco Bushman bow saws are the fast, easy cutting saws with genuine Swedish steel blades that everyone wants. Home owners, farmers, campers use these famous saws for cutting firewood, pulpwood, fenceposts, pruning and general work.

The Gensco line sells faster and offers you more profit potential. And it has more exclusive patented features, too. Series 300 has an exclusive adjustable one-piece tension stud that simplifies blade changing, eliminates loss of pins, and maintains constant blade tension.

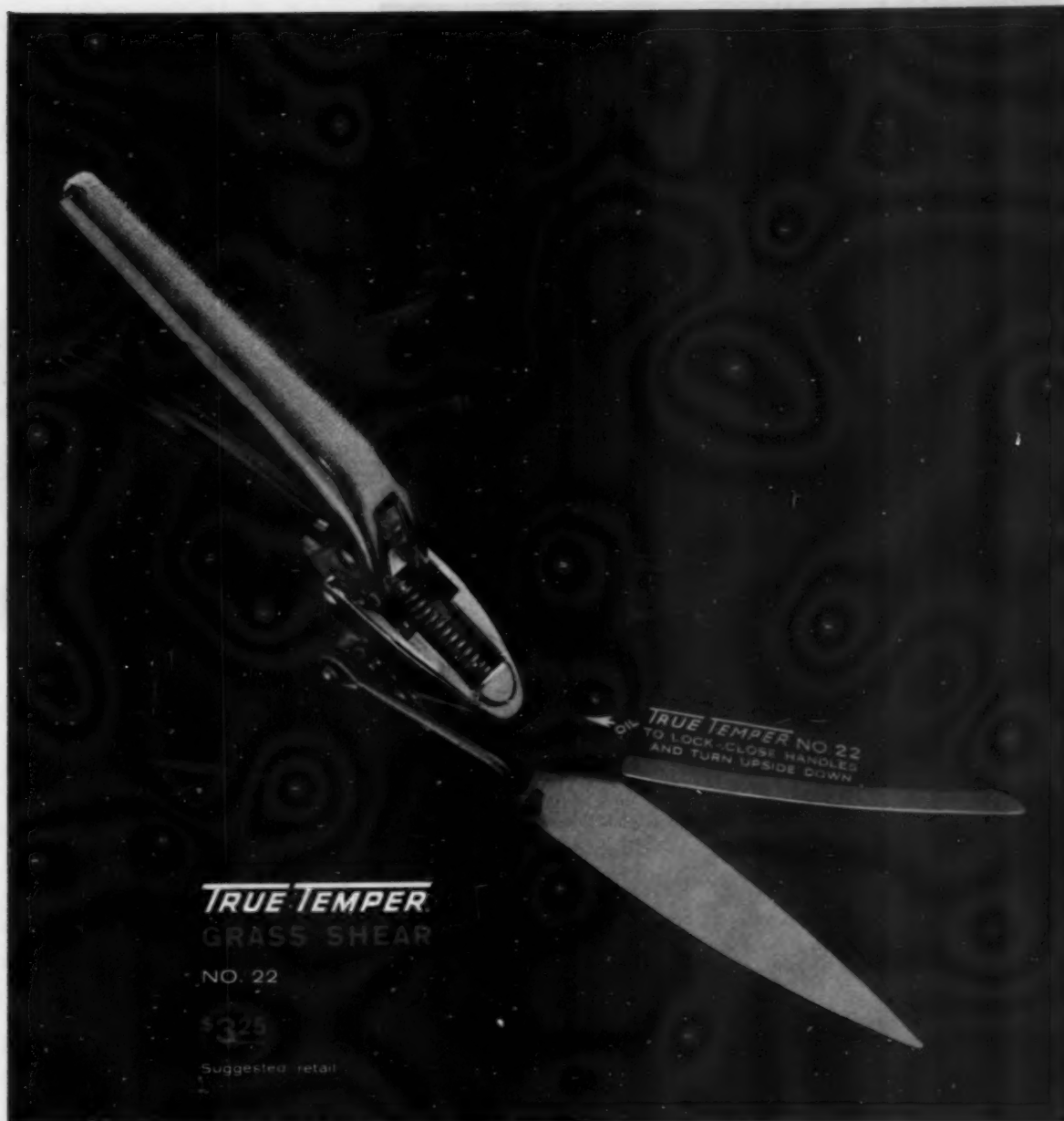
Order your supply of Gensco Bushman bow saws from your jobber today.

Other Products include: Swedish Wood Chisels, a Full line of Builders' and Shelf Hardware, Stove Bolts and Wood Screws.

* Profability—that quality in Gensco Tools that makes them sell easily, satisfy customers, maintain a full profit margin.

GENSCO TOOLS
Division of General Steel Warehouse

1806 N. Kostner Avenue • Chicago 39, Illinois



One squeeze and the customer sells himself

The amazing action of this great grass shear is the best sales clincher you could want. Just let your customer test a pair in his own hands. Watch the look of surprise as the blades move with the slightest squeeze... crisp, clean and powerful.

They sell because they're full of selling features: exclusive "floating" blade action for cutting pressure clear to the tips... hollow-ground blades that stay

sharper longer... foolproof gravity lock that catches with a twist of the wrist... every feature designed to make grass trimming easier.

Over half the families in your neighborhood will read the national magazines in which these shears and other True Temper tools are advertised. Stock up now from your True Temper wholesaler. True Temper, 1623 Euclid Ave., Cleveland 15, Ohio.

TRUE TEMPER.

your basic line... your money line

sell this fence with
CONFIDENCE

DIXISTEEL
TRADE MARK



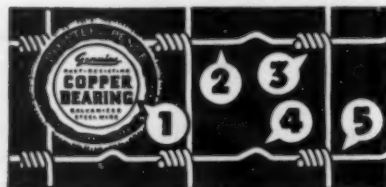
Your customers never take a chance on quality when you sell them DIXISTEEL Fence. And you never take a chance on selling an unknown product, because generations of Dixie farmers have trusted this Southern-made product.

The quality of DIXISTEEL Fence is controlled every step of the way—from the molten copper-bearing steel to the finished rolls ready for shipment.

DIXISTEEL Fence is nationally advertised to help you sell more fence. And the colorful metal sign on each roll continues to help you sell after the fence is up.

Stock, display and sell the fence that's made right here in Dixie—well-made, well-known, well-liked DIXISTEEL Fence—backed by one of the South's oldest steel producers.

SELL THE FENCE THAT HAS ALL FIVE FEATURES!



- 1 Rust-resistant copper-bearing steel
- 2 Full-size wires, uniformly spaced
- 3 Four-wrap, non-slip hinge joints
- 4 Tension curves to allow for expansion
- 5 Crack-proof hot-dip zinc galvanizing

Atlantic Steel Company



ATLANTA, GEORGIA

Toytown

at Shepard's Hardware

- • • a year-around operation reaching that unbeatable goal of increased profits and new business daily.

Owner Shepard, at right, groups a number of stuffed animals on a surrey—for sale itself—which provides an excellent portable display. Mrs. Shepard, below, finds the potential market broad for the stuffed toys.



By Grier Lowry

SELLING TOYS year-around is a profitable, specialized business at Shepard Hardware, Lexington, Missouri. B. E. (Barney) Shepard feels that the hardware operation without a season-round, full-fledged, toy department is missing a good extra-traffic, extra-line business.

Converting a 27 x 48 foot spread of space on the floor of his store into a completely-stocked "Toy-town" proved a profitable maneuver for this retailer.

"We've always had a smattering stock around Christmas," he explained. "But the demand kept building up all year for toys as gifts for birthdays, hospitalized children and so on. Now not a day passes that we don't do some business in our 'Toytown' and not a



Good selectivity has given sharp impetus to the sales of games which utilize a 35-foot section of wall shelving.



The open table display devoted to educational pull toys picks up steady impulse sales due to its up-front location.

day passes that a new customer isn't attracted to our store because she's heard we have the largest toy offering within a 25-mile radius."

Key factors that make the toy department both a profit-maker and a traffic-builder, according to the Missouri retailer, are:

1. A complete inventory which ranges around \$3,000 most of the year, then steps up to roughly \$8,000 about three months before Christmas;

2. Year-around radio and newspaper advertising which stress major-selling toys;

3. Lots of word-of-mouth advertising which springs from the good selectivity;

4. Year-around window displays which feature a good representa-

tive selection of toys from each major category;

5. The practice of publicizing the department at community events with the use of a toy survey which is loaded with toys and makes appearances at parades, school occasion, etc.

6. Emphasis on stocking items which are pre-sold as a result of television advertising;

7. A well-planned, self-service display environment which is designed to promote add-on sales, and

8. A full-time toy sales specialist.

Though about 65 percent of the total volume comes during the last three months of the year, the inventory is never permitted to drop under \$3,000. Stuffed toys,

games, books, infants' lines and trucks and guns promoted on television have good year-around sales appeal at Shepard's.

Strategic display, with various items grouped according to various age levels, plays a big role in building plus business. For example, items designed for infants and toddlers are grouped in one area for convenient inspection of shoppers. Here is a 10-foot open table display of pull toys; a 3-foot revolving stand-up display utilized for infants' rubber and plastic toys and a 10-foot wallside rack of books designed for pre-schoolers.

"Arranging these items on one compact area generates tie-on business," Shepard points out. "The woman with an infant at home may also have one at the toddling age and there's a good chance if she selects a toy for one she'll buy one for the other if a display is arranged where she sees it."

A revolving display stand, which measures about three feet in width, is a custom-made substitute for the conventional wire rack used for smaller pick-up rubber and plastic items. Beth Shepard, the distaff member of this man-and-wife merchandising team, prefers the special-made display because, she says, it shows smaller toys off more effectively. It gives them individual display attention and it permits the chance to color-key the background to the toy colors. Each side of the rack has a different colored background and toys are arranged on the display according to the way they harmonize with the various background colors. Priced from 98¢ to \$2, this rack is stationed at the front of the department where it picks up steady impulse sales.

Shepard's has built the store name for having one of the most extensive selections of dolls in the area. Two types of displays are used for this outstanding category. First, an 8-foot showcase is utilized for more expensive, \$9 to \$17 dolls. By keeping these dolls in showcases, the store minimizes the wear and tear caused by constant customer-handling.

But the big doll volume centers around a 12-foot section of open

A normal inventory of around \$3,000 is stepped up to \$8,000 three months before Christmas.

wallside shelving which contains a selection of 30 different dolls in the 98¢ to \$10.95 bracket.

Stocking dolls that receive regular television advertising has been a boon to the volume, according to Shepard. The "Tiny Tear" doll, priced from \$6.95 to \$19.95, is a big seller and the Shepards say television promotions have done the job.

"Because they have been so well promoted on television," Mrs. Shepard said, "every girl in this area from six to 10 years of age feels her life isn't complete without a 'Tiny Tear' doll. We've recently added the new Rock-A-Bye Eye doll, which can be rocked to sleep and comes with a crib for \$19.95. Despite the higher-than-average price, sales have been surprisingly good."

Big selection also has given the demand for games sharp impetus, according to these owners. "We use a 35-foot section of wall shelving for games priced from 39 cents to \$3.49. Our best sellers are games like Scrabble, Monopoly, Skunk, and The Price Is Right."

"Because we have a wide selection," the dealer added, "we seldom sell one game—we'll sell the average customer at least a couple, often more."

Selection is also the clue to the steady, year-around volume in toy trucks. A four-tiered shelving across the aisle from the game display features a line-up of 60 different trucks, from 98¢ to \$12. Covering one good-quality line completely, the dealer says, pays off in sales result. This line is also the brunt of considerable tele-

vision advertising.

"Good construction is the thing that sells lots of trucks," Shepard stated. "They have to be heavy enough to stand up after children play with them or you have unhappy toy buyers who spread ill-will for your department."

The plan of grouping merchandise by ages is shown in the 12-foot backwall display devoted to toys for "older boys." Here are erector sets, from \$4.98 to \$12, chemistry sets, Lincoln logs and a choice of 20 or 25 different guns. Gun sales are booming at Shepard's thanks to Western television shows. The store realizes good dividends from stocking several guns that are replicas of those used by television cowboys, one a sawed-off shotgun. "They come in and ask for a gun like that used on television," the retailer related. "If you have it, the sale is made. If not, you lose the customer."

The fact that Shepard's toy volume is pegged a great deal around television-pushed merchandise is pointed up further in the

(Continued on page 66)



Giving display prominence to television-promoted items has been a boon to the volume in the 12-foot open doll alcove. The plan of grouping toys carefully according to age bracket is shown in this backwall display featuring toys for boys in the five-to-12-year-old range.



By Warner Ogden

A NEW ENTERPRISE:

The Promenade

To meet the "downtown" problem, Knoxville dealers teamed up and dreamed up a venture which is attracting national attention.



David F. Baker, Sr., head of Woodruff's, was a sparkplug in the teamwork for the unusual Promenade. When Capt. W. W. Woodruff opened the hardware store back in 1865, there was no "downtown" problem. But today, with such a problem, Baker and others ventured a unique solution.

Here, we visit Woodruff's to see the idea in action—

WHEN CAPT. W. E. Woodruff opened a little hardware store in Knoxville, Tennessee, back in 1865, there was no "downtown" problem.

Today most all cities have such a problem, but in Knoxville Woodruff's has teamed up with other stores to not only maintain its business but to go ahead in sales. They undertook a new private enterprise venture, called the Promenade, which was opened in March and which is attracting national attention.

David F. Baker, Sr., president of Woodruff's, was a leader in the unusual undertaking. His store is in a block in the center of



Contrast this view, taken in May 1959, with those of the new Promenade, shown on the opposite page. All the buildings in the foreground—mostly warehouses and a bus station—were torn down to make way for a big parking lot. Then the 550' long x 25' wide concrete Promenade was built over the alley back of the old buildings. In the background can be seen the back of the Woodruff building and others. This view was taken from State St., and because of the steep grade up to Gay, the main business street, a moving sidewalk was installed up to the Promenade.



← From the parking lot

→ Up the moving sidewalk



To the Promenade



Ramps lead from the large parking lot up to the Promenade. A person can walk up, or can take the canopy-covered moving sidewalk. Benches are placed along Promenade for traffic to rest—and to look at window displays.



With the modern design, the back of Woodruff's is now as attractive as its front entrance.

Entrance to Woodruff's

downtown. No parking is allowed on Gay Street, the main business street, and handy parking helps in shopping these days.

Dealers in the block were wondering a little over a year ago what could be done. They thought of seeing if buildings on a street back of their stores could be torn down and a big parking lot created. There is a slight hill up from the back to Gay Street though, and Baker pointed out that shoppers do not like to climb hills.

He suggested an idea while a group of the men were having coffee together one morning.

"Go ahead with the parking lot plan," he agreed, "but build a Promenade above the alley back of the stores and have a moving sidewalk and ramps from the lot up to it."

He sketched the suggestion roughly on a paper napkin and from there it caught on like wildfire. "Let me take it to my draftsman and have him work out details," another store-owner suggested.





Attractive signs and special lighting add to the beauty of the store. Inside, well-planned displays greet customers. R. K. Blazier, right in center photo, shows power mowers and explains features. He also mentions store's service shop.

The ball was now rolling. But it took such precision team work that if just one of the necessary signatures to the plan had been lacking then the entire dream would have fallen through.

The Downtown Knoxville Association made it a major project.

There were obstacles. Warehouses and a bus station were in the block back of the stores. They would have to be razed and there was some opposition. The J. C. Penney Co., for instance, needed the warehouse space back of its store.

One by one, various problems were solved.

Let Aubrey C. Couch, the busy executive director of the Downtown Association, tell something of what happened:

"The Off-Street Parking Committee pursued its objective and gained support after Baker added to the original parking concept by suggesting that a Promenade be added. He suggested it be built

(Continued on page 67)



Woodruff's displays are all open and well lighted for easy selections by customers. Note the wide aisles in major appliances, the stools in paint department. Lighted shadow-box promotions also are used effectively.





"Two of My Silent Rope Salesmen"

"When the rope buying season hits, I can rely on two Plymouth silent rope salesmen to make my rope sales easier and faster. The tall Rope Department Rack holds practically all the rope I need for a terrific job of on-the-floor selling ... and it takes up only two square feet of space. The basket on top holds a good assortment of starter ropes, and other well-packaged Plymouth

items. In the Rope Department Rack or on the floor by itself, the Plymouth Square Carton feeds rope easily—from top or front—and it's marked every ten feet for convenient cutting."

Mr. Dick Johnson
Johnson Lumber and Supply Company
Palos Park, Illinois

PLYMOUTH ROPE DEPARTMENT RACK FREE to dealers with purchase of 3 cartons of standard hardware rope sizes from $\frac{1}{4}$ " to $\frac{3}{4}$ " diameter plus one carton of 50 foot or 100 foot Handy Paks.



PLYMOUTH CORDAGE COMPANY

Plymouth, Massachusetts



R. C. Neely, Jr.
President, SWHA



John Gibson, III
President, AHMA

New Orleans Convention

COST-CUTTING procedures and promotional ideas received major attention from wholesalers in their business sessions during the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association, held April 10-13 in New Orleans.

The convention this year drew a near-record throng to the Louisiana city. Actual registrations of 1515 persons made this the largest of any Southern Convention to be held in New Orleans, with the exception of 1956, the record year.

A near-overflow crowd jammed the Roosevelt Hotel's International Room on Sunday evening for the Presidents' Reception, the annual event which formally launches the convention.

Wholesalers met Monday morning in a session devoted to methods by which costs can be reduced and efficiency raised. Following an address by President French, SWHA members heard from Aubrey L. Carr a description of the budget control program operated by the Keith-Simmons Co., Nashville, Tenn. Spencer Cram of The

The Presidents' Reception



Cost-cutting ideas and a rollicking new group called The Young Rebels highlight the New Orleans meeting

W. Bingham Co. in Cleveland discussed the setting up of workable work standards, while Howard Price, president of the National Wholesale Hardware Association, summarized the objectives and advantages of distribution cost accounting.

In this session, W. A. "Bill" Parker, Jr., stimulated the interest of both wholesalers and retailers with a rousing report on the SWHA's Young Rebels and the Materials Handling Clinic which is planned for September.

The joint session of the two associations on Tuesday morning was highlighted by addresses by Congressman Phil M. Landrum of Georgia and J. Lewis Powell of the U. S. Department of Defense. Congressman Landrum discussed "Who Makes Our National Labor

Relations Policy?" "Cave Man to Space Man" was the title of a provocative talk in which Mr. Powell compressed man's recorded history into a few brief years in pinpointing our actual rate of progress.

In the SWHA's annual meeting on Wednesday morning, A. C. Rankin, chairman of the SWHA Catalog Committee, reported on the catalog service plan now available to wholesalers and manufacturers. The final speaker, W. E. Smith, Oklahoma Hardware Co., emphasized the many things which promotional-minded wholesalers can do today to strengthen their position with retailers, manufacturers, and consumers. In his talk, "A Full Functioning Wholesaler Speaks Out," Mr. Smith also used slides to illustrate some of the

things being done in his own company.

In closing this session, SWHA members accepted the recommendations of the nominating committee and elected as president, R. C. Neely, Jr., Amarillo Hardware Co., Amarillo, Tex. J. C. Erwin, Allison-Erwin Co., Charlotte, N. C. was named first vice-president, while Hugh M. Davis, C. M. McClung & Co., will serve as second vice-president.

Re-elected to the executive committee were Frank M. Cooper, III, Knight & Wall Co., Tampa, Fla.; Joseph Orgill, Jr., Orgill Bros. & Co., Memphis, Tenn.; Joe W. Pitts, Brown-Roberts Hardware & Supply Co., Alexandria, La.; and Joe F. Wood, Corpus Christi Hardware Co., Corpus Christi, Tex.

Jack Sharp, Sharp - Horsey

Official Family of the Southern Association



Left to right, seated: Jack Sharp, new member of the executive committee; W. W. French, Jr., past president; J. C. Erwin, first vice-president; R. C. Neely, Jr., president; H. M. Davis, second vice-president; Ralph E. Kirby, managing director; and A. C. Rankin, advisory board. Back row, left to right: Frank Cooper, III, executive committee; Charles E. Nash and W. A. Parker, advisory board; Joseph Orgill, Jr., executive committee; R. H. Baker, advisory board; Joe F. Wood, executive committee; and W. H. Terstegge and R. M. Miller, advisory board.

Hardware Co., Atlanta, Ga., was named to the executive committee replacing Hugh M. Davis, the new second vice-president, who had served the three successive one-year terms permitted by the by-laws. Past President W. W.

French, Jr., automatically becomes a member of the executive committee.

Ralph E. Kirby, editor of SOUTHERN HARDWARE, was re-appointed managing director of the Southern Association.

The Address of President French



W. W. French, Jr.
Past-President, SWHA

IT WOULD BE most conceited of me to think that anyone in this audience remembered what I said last year at our Palm Beach meeting. The gist of my remarks at that time concerned my personal conviction that more and more people in our industry were coming to believe that the fairly localized distributor is a most efficient way to get merchandise from the manufacturer to the consumer in the southern part of the country. One year later I am more convinced than ever that this idea is being increasingly accepted.

The chains will always be with us. Discount houses as such probably have seen their best days and will develop into department stores or chains.

For the good of our country, I hope and think there will always be smart, ambitious men who want to own their own business. These are the people we must set ourselves up to serve.

This program is evidence that members of the Southern Whole-

sale Hardware Association are working to become still more efficient in this distribution job. More concrete evidence of this is the fact that \$25,000,000 has been spent in the last two years on new construction and modernization programs. There has been much effort to increase efficiency in all phases of operations. From what I hear, about one out of three hardware distributors is putting in IBM systems, or RAMAC installations, and other systems employing modern business machines.

In the area of sales promotion more merchandise shows are being held in spite of the terrific work involved. And more companies are getting outside help from management consultants and other experts on problems needing an outside viewpoint.

For the best interest of this country as a whole, we need good, independently owned retail stores. It would not be a healthy situation if a few men eventually gain control of too much of our retailing. We must recognize, however, that chains do have advantages over most independent store operations as these are carried on today.

1. For example, budget payment plans are extremely profitable to chains, but most independent dealers do not want to bother.

2. Chains have better inventory control.

3. They have better advertising, and

4. With no salesmen calling on them, they get their merchandise somewhat cheaper. But most important, they have more selling time.

Of these four advantages the chains have at present, the two most important (advertising and

more selling time for the dealer) can be overcome. However, it will take even more cooperation between retailers and wholesalers than this fiercely individualistic industry has shown to date.

Retailer advertising is in the same predicament. Effective advertising cannot be accomplished unless the business resulting from it is important to some few people.

Of the balance of the advantages currently enjoyed by the chains, budget payment plans are available to all dealers and distributors can help set them up. Inventory control systems are available to independent dealers.

The last problem—that of more selling time for the dealer—is the most compelling of all and not enough work has been done on this problem by distributors or dealers. Many are working on it now.

Today more distributors and manufacturers are studying their costs on small orders. Many distributors are realizing that in handling odds and ends they are using almost all the profit on fair-sized orders. I do not pretend to know how or when but, eventually, dealers are going to buy from fewer distributors and fewer manufacturers.

You may find it hard to believe, but last year, independent grocers increased their percentage of the market. They are way ahead of us in working out close relationships between wholesaler and retailer.

We all know a salesman's job is to bring worthwhile information to a dealer on merchandising, budget selling, inventory control, etc., and get an order. He can hardly make more than four calls a day if they are any distance apart. He has to wait for other salesmen to get out of his way and wait for the dealer to attend to his selling in between salesmen.

If these orders do not run between \$150 and \$200 average, it is going to be hard to keep good men on this most important job—important to the distributor, the retailer, and the manufacturer.

Practically all distributors today are studying and worrying about the profitability of their various departments. Quite a few are even increasing their worries by getting down to whether or not a line is profitable.

An equally important subject would be how well are we serving our best customers and how much are we losing on those who use us only for convenience.

Think of the improved service possible if you did business with only half as many dealers. Distributors would be working with a much smaller number of dealers and doing more for them.

We used to say about a certain type salesman that he was "afraid of plate glass." Perhaps our managements are now in the same fix in that we are not willing or able to persuade our customers to let us serve them on a larger percentage of their requirements, enabling us to work with a smaller number. That would solve many problems.

Now on the other side of the ledger, here are the advantages

our independent retailers will always have over any chain:

1. A closer tie-in with local people.
2. A tax advantage on the first \$25,000.
3. More flexible operation, with quicker decisions possible, and
4. Best of all, the dealer is working for himself.

We all know the competition between those of us at this meeting is just short of murder. But to increase our own volume, we should be concerned first with helping the dealer capture a larger share of the available market.

I would like to turn for a mo-

ment to another subject—the importance of using to a greater extent the talents of our younger executives in solving some of our problems. In this regard, I feel it would be in the best interest of all our member companies to bring more of their young men to this convention, expose them to our problems, and let them benefit from discussions with others having similar problems.

A new organization has recently been set up within the association for the express purpose of encouraging more active participation in association affairs on the part of these younger men.

The Young Rebels and Their Purpose

By W. A. Parker, Jr.

Beck & Gregg Hardware Co.
Atlanta, Ga.



THIS organization was begun at the suggestion of the SWHA Executive Committee. It was their feeling that the Association needed interest and participation from the younger executives in the affairs of the Association.

As a result of this suggestion, 17 of us younger "executives" were asked to meet in Birmingham, Alabama, at Moore-Handley Hardware Co. on January 15. In addition to the younger contingent President French, Jack Neely, and

Ralph Kirby were also in attendance. They represented you old fellows.

We met with three specific aims in mind.

1. To formulate a statement of purpose.
2. To set up an organizational structure.
3. To select a work project.

We had a fine day in Birmingham complete with a cook's tour of Moore-Handley's offices and warehouses. This alone scared most of us competitors half to death. We did have a fine day, though, and Mr. French and all the folks at Moore-Handley really rolled out the red carpet for us.

After some hot debate the name "Young Rebels" was selected as the group's name — and credit for this name goes to John Sheffield, Jr. I might add that he still is unreconstructed.

The group will be headed by two officers. A Colonel, that's me and the reason I'm up here now, and a Lieutenant Colonel, who is John Sheffield, Jr. The Colonel will serve one year and will be succeeded by the Lt. Colonel. The Lt. Colonel is to be elected yearly

on the nomination of a committee appointed by the Colonel.

Membership in The Young Rebels is limited to persons under 45 years of age who hold executive positions with SWHA member concerns.

The purpose of the Young Rebels is as follows—to interest the younger executives of the Southern Wholesale Hardware Association member companies in the Association, to provide a means for promoting their greater participation in association activities, to provide a means for obtaining more basic knowledge of industry methods and techniques, and to promote good will and fellowship among members.

We Young Rebels have an unwritten law that all rebels should bring their wives to the convention each year. Incidentally, how about bringing some of your younger executives to the convention each year?

The Young Rebels have selected as our initial work project a study of warehousing problems with particular emphasis on materials handling. At present our rough plans are shaping up like this. A committee under the chairmanship of Leslie Stratton, III, of Stratton-Warren Hardware Co., Memphis, Tennessee, has been set up to study the best approach to this problem. Les is being assisted by three top committee members—Jim Allison of Allison-Erwin Co., Charlotte, North Carolina, Jim Meagher of Stratton-Terstegge Co., Louisville, Kentucky, and Gene Smith, Jr., of Oklahoma Hardware Co., Oklahoma City, Oklahoma.

We are tentatively thinking about a two-day clinic type meeting to discuss warehousing prob-

lems. This meeting will be held in Memphis, Tennessee—a central location, easily available to all members.

The date of the clinic will be sometime in early September.

The approach which we are using is to break the various warehousing problems down into five or six major categories. These categories have tentatively been divided as follows. Each category will be handled by materials handling experts.

No. 1—Receiving Merchandise: What is the best way to handle incoming merchandise? What is the easiest way to unload merchandise from trucks and boxcars? The best use of fork lifts, hoists, floats, skids, and conveyors. Also, which types are the most economical to

use and what are the best ways to use this equipment.

No. 2—Storage of Merchandise: Actual demonstrations and discussions of the different methods of merchandise storage. Particular emphasis of new types of steel racks, steel shelving, permanent and throw-away pallets. Pallet racks, and use of conveyor systems for storage.

No. 3—Packaging Merchandise: What are the cheapest and best methods of packaging? What's new will be discussed and demonstrated. Tube containers, Jiffy-bags, use of sealing tape, use of box staplers, and other stapling devices, metal banding, new types of corrugated boxes, re-useable shipping containers, shredded paper machines, etc.

No. 4—Marking and Labeling of Merchandise: What are the different methods of marking merchandise for shipment. Tag machines, stencil, addressograph, ditto, etc.

No. 5—Order Filling and Shipping of Merchandise: The different methods of shipping and order filling will be covered under this category. Conveyors—belt, drag or roller? Removable truck bodies, pneumatic tube systems, warehouse voice communication systems, use of two-way radios, etc.

No. 6—Preventive Medicine in Labor Relations: This part of the program will tie the other six categories together. Without good personnel and good personnel relations no piece of machinery or idea will be of maximum benefit.

Luster B. Farmer Named President of the Old Guard

MEMBERS OF the Old Guard gathered for their annual meeting on Monday morning and elected Luster B. Farmer, Nashville, Tenn., as their president for the 1960-61 year. He succeeds C. A. "Connie" Goldstrohm, Houston, Texas.

Frank H. Horton, Atlanta, Ga., was named first vice-pres-

ident and serving with him as second vice-president will be Ed R. Hoge, Chattanooga, Tenn. Dietz Lusk, Kansas City, Mo., as chairman will head an executive committee composed of E. L. Hornibrook, Atlanta; C. A. Pitts, Jacksonville, Fla.; R. N. Hicks, Jacksonville, Fla.; V. P. Lowe, Baltimore, and Dewey

Godfrey, Bridgeport, Conn.

C. A. "Charlie" Pitts serves the Old Guard also as secretary-treasurer, while R. M. "Bob" Hicks is the assistant secretary-treasurer.

The Old Guard's annual cocktail party and dinner was held on Monday evening of the convention week.



During their annual cocktail party officers of the Old Guard paused a moment for their annual picture. From left, Frank H. Horton, first vice-president; Dewey Godfrey, executive committee; Luster B. Farmer, president; C. A. Goldstrohm, past president; C. A. Pitts, secretary-treasurer and member of the executive committee; Dietz Lusk, chairman of the executive committee; Ed Hoge, second vice-president; and E. L. Hornibrook, executive committee. Missing from picture are R. N. Hicks, assistant secretary-treasurer, and V. P. Lowe, member of the executive committee.

Topics to be covered include how to improve employee performance and attitudes, what a supervisor's responsibilities should be and where management misses the mark. This part of the program will also be handled by an expert.

How many of us can say we don't need some brushing up on these topics?

Now this program is designed not just for us young executives.

It's also designed for you old fellas—and the men in charge of your warehouses. With today's high costs continually edging even higher, can you afford not to know about what is new, what is being done, and how you can cut more corners? You know you can't. We will have a top program for you—but we need the support of everyone in this room to put the program over.

Operating a Budget Control Program

By A. L. Carr

Keith-Simmons Co., Inc.
Nashville, Tenn.



FIRST, I THINK I shall explain what prompted us to begin using a budget control. In the early 30's, our inventory was unbalanced and entirely too much. Our sales, profits and turnover were decreasing rapidly, as our indebtedness to the banks increased greatly. One of the banks with whom we were doing business suggested we employ S. D. Leidesdorf & Co. of New York City to make an analysis of our operations.

After a thorough survey, they recommended and installed a budget system control, which they supervised for some time. At first the budget was made for a 12 month period, but later we found it best to make it for six months as we could make adjustments at

the end of six months and it was much easier to forecast sales for this short a period.

I am very glad to say that we saw a decided improvement within a very short time after the installation of this system. Certainly I know conditions of this kind will never influence you to adopt a plan such as this, but regardless of how high your company is rated financially, this control is most helpful in operating a successful business. In fact, I wouldn't attempt to supervise our business without this budget to guide me.

At the beginning, let me say I do not intend to include in this discussion any of the technical points involved in the operation of a budget, but rather an informal talk about the advantageous points of a budget and the principal items entering into its operation. The form of a wholesale hardware distributor's budget is more or less optional, but the more accepted form and the one we use is patterned after our audit form.

The first requirement for a successful budget operation is that the business be fully departmentalized, otherwise, dealing with one mass inventory of all departments does not permit the location of deficiencies in judgment as to buying, as to inventory totals, turnovers or gross profits.

Our company consists of 11 de-

partments as follows: hardware, staples, industrial supplies, house furnishings, plumbing, sporting goods, floor covering, automotive, builders hardware, major appliances, and electronic parts. Of course, the most important part of a budget is the merchandising forecast. Sales can be predicted rather accurately based on previous years of experience and various known or expected conditions.

We furnish each of our department managers a list of their sales for the corresponding months of the previous year as a guide. When their forecasts are made, John Lewis, secretary and treasurer, and I go over these by departments and if they do not agree with our opinions, we discuss the variances with the department managers concerned and agree on a figure to our mutual satisfaction. The main tendency of our department managers is to underestimate their sales so their monthly report will look good and show sales over the budget estimated.

After sales predictions are completed, they are reduced to cost by using an accepted percentage of gross profit derived from past experiences which divided by a suitable turnover, would give an average inventory. This multiplied by two and subtracting the opening inventory leaves a closing inventory at the end of period covered by the budget, which in our case, is six months.

As an example, opening inventory by a certain department is \$175,000.00. Estimated sales at cost for the six months' period is \$375,000.00. Turnover for the same period at $2\frac{1}{2}$ times would be: \$375,000.00 divided by $2\frac{1}{2}$ gives \$150,000.00, multiplied by 2 is \$300,000.00. After subtracting the \$175,000.00 opening inventory this leaves \$125,000.00 which would be the closing inventory. An increase in closing inventory added to cost of sales, or a decrease subtracted gives the amount the department in question can buy.

In this case, opening inventory \$175,000.00 and closing inventory \$125,000.00 would be \$50,000.00 less. Therefore, this department should sell \$375,000.00 at cost and purchase \$325,000.00.

Payments of merchandise purchases can be readily forecast by past experiences together with an ascertained knowledge of the types of merchandise to be paid for in their proper percentage of

The Old Guard Dinner



the entire amount purchased. Merchandise purchases form the principal items of disbursement then, with expenses, additions to fixed assets, deferred and prepaid accounts, dividends and payment of taxes constituting the disbursement from cash account.

Detailed monthly expense reports, itemized fully are prepared from past experiences based, of course, on the forecast of sales. Fixed expenses are constant and experienced observation present allowable expenses of whatever nature that might arise. Sales and purchase discounts with such items of other income and deductions as bad debts, interest, and income tax results from the schedule of collections, payments and operations.

Need Reports

A budget is of little value unless proper reports are made and corrective measures used immediately especially on inventories, assuming that expenses are properly controlled and sales efforts are correctly utilized.

After these monthly reports are made, we have a meeting of all department heads, discuss these reports and ask that they make their adjustments accordingly. If an inventory is out of line, we ask that an effort be made immediately to make adjustments and, of course, if sales are under the budget, we urge that they use every effort to increase sales.

I am sure you understand flexibility must be used for a better sales performance than predicted would allow more merchandise purchases and more expenditures while the converse would be true with a lesser sales performance.

Work Standards

By Spencer E. Cram

The W. Bingham Co.
Cleveland, Ohio



UNTIL QUITE recently, the typical attitude of any hardware wholesaler toward management consultants was purely that of believing that no one could come in from the outside and tell him anything worthwhile about his own business. I no longer believe this, nor apparently do many others in the wholesale hardware business who have had conclusive proof in dollars and cents.

The wrong approach is to retain the consultant who uses the sawed-off shotgun, or blunderbuss approach. A firm who professes to be an expert in everything and who proposes to make a generalized study of your entire operation

in order to come up with certain specific recommendations, is generally going to do themselves and yourself not much of any good.

On the other hand, if you have a specific problem that you recognize as a trouble area, both you and your management consultant can be mutually benefited by making a specific, hardnose study and recommendation of that one particular subject.

It has been obvious for several years that something has been wrong with the wholesale hardware business. A widely accepted rule-of-thumb for any business enterprise is that it should earn at least 10% on tangible net worth, after taxes.

It has been stated in American Management Association discussions by reputable authorities that the objective of any manufacturing operation should be to produce a profit of 20% on net worth before taxes as a minimum, and 30% before taxes on net worth as a maximum. The lesser is sufficient to retain investment; the greater invites too much competition.

These are objectives that have been reached by few, if any, members of the wholesale hardware industry since the turn of the 50's. In 1958, the National Industrial Distributors' Association showed

a figure of 2.77%. The figures of the National Wholesale Hardware Association showed 3.79%. The figures of all types of wholesale industry, according to a Dun & Bradstreet Survey, range from .71% on paint, varnish, and lacquer distribution, to 11.71% on drugs and drug sundries.

There are only two ways to successfully combat this situation, both of which must be used. The first is to increase sales, the second is to reduce expenses. The subject of work standards comes under the heading of reducing expenses.

Examination of the typical hardware statement will show that about 78% of the net sales dollar is concentrated in the cost of merchandise. Of the remaining 22%, hourly-rated wages and direct wage related items amount to 77% of all total overhead expense. What better place, therefore, than to attack expense in this largest of all segments.

The largest proportion of our wage and salary expense was concentrated in our warehouse. We called in a consulting organization with a known record of successful achievement in this field. Their analysis indicated that substantial savings could be achieved through the use of their services in setting up work standards through time study operations of the jobs involved.

To be sure, arbitrary work standards could be set up on, let us say, order-filling operations by taking the known production record of the best man and saying this is the standard. On the other hand, you have no way of knowing whether your best man is operating at 50% of capacity, or at 150% of capacity.

Time study operations require the use of an expert who not only has been trained in time study techniques, but also in their application. This is expensive. The usual charge is \$125.00 a day, plus expenses for out-of-town personnel.

Observers are trained to analyze the movement of personnel on the basis of a walking rate of three miles per hour as 100%. Manual dexterity is based on the ability to deal a deck of fifty-two cards in approximately thirty seconds as 100%. A skilled operator using these standards can measure operating efficiency of ordinary manual, unskilled jobs with amazing accuracy.

Warehouse work was divided



On behalf of the Southern Association, W. A. Parker, left, a member of the advisory board, presents to retiring president, W. W. French, Jr., a handsome silver tray and chafing dish.

into definite written job descriptions the month ending July 31, 1957, our records showed that work was being performed in these classifications at an average rate of about 67% of efficiency, with 68 employees in these classifications out of a total of 203; our excess cost being about \$2,000 a week more than it should be. In the month ending November 30, 1959, our over-all performance was 97.9%. There were 54 employees in these job classifications out of a total of 146. Our excess cost for substandard efficiency was running less than \$200 a week. There is an over-all increase in efficiency of about 55%, and a decrease in total employment for warehouse operations of about 27%.

Our labor expense for warehouse operations in 1957 was in excess of \$800,000. Our labor expense in 1959 for warehouse operations was about \$650,000. During that period of time, there were three progressive rate increases in the amount of 8¢, 6¢ and 8¢, for a total of 22¢.

Now obviously this was not accomplished purely by the installation of work standards. Let us go back to June of 1957. Here was an efficiency of operation of about

67% of normal capacity. This aptitudes and job classifications. It seemed to us that those job classifications, which lent themselves most readily to work measurement in terms of standards, were order filling, both less-case and full-case, checking and packing, with order filling further subdivided by sections of the building in which certain more difficult to handle types of commodities were stored. This left job classifications such as elevator operating, receiving, and trucking and sorting on the shipping room floor, out of the work standard program.

Time study operations are very meticulous, covering a hundred or more observations on a given job and a given location. But once such a study is completed, you have a set of well substantiated facts, showing what a normal man operating at a normal pace should be able to produce on a given job and a given amount of time. This is established at 100%.

The first question that is always asked at this point is this, "Do you have a Union?" Yes, we do. They cooperated with us in the setting up of job classifications and descriptions.

Now what were the results. For

parently is to be expected and, I am told, is quite normal at the installation of a work standards program.

Here, let us say, is a group of 15 to 20 packers operating at a rate of efficiency that runs from 50% up to perhaps 70%. What do you do about it? How is that level raised to the point where in February of 1960 the percent of efficiency ranged between 89%

and 119%, with one man outstanding operating at 143½%?

It takes time and patience. One or two individuals begin to stand out, the operating standards of each man are posted weekly in each department. As time marches on, through this process of jockeying and shifting back and forth and comparison with others doing the same type of work, gradually the entire level of production ef-

ficiency begins to rise.

To answer a few questions that have already been asked, in the process of time study, no weight was given to the type of merchandise being handled or to the size of order. Sufficient studies of each operation were made over a sufficiently long period of time so that these two factors averaged out. This is also true of the results as compared against 100%, which can sometimes be affected by certain operations at seasonable times of the year. Nevertheless, over a period of time these variations tend to average out so that no one employee is penalized over another because of the type of merchandise being handled or the size of order being handled.

The other most frequently asked question is the reaction of the labor unions. This has been varied all the way from complete cooperation in one plant that I know of to other situations where there has been absolutely no cooperation at all. My own personal opinion is that the degree of cooperation or acceptance of a work standards program is to a large degree a measure of each management's relations with its own labor unions.

A third question in connection with work standards has always been that of the installation of incentive wage rates for exceeding 100% capacity. We have not done this, nor was it recommended by our consultants. We are achieving good results without the necessity of going to an incentive. Furthermore, incentive rates would have to be negotiated with your union. Here again, the degree of cooperation you may be having with your labor union would be a deciding factor.

I would like to change the subject somewhat for under the title of work standards might also conceivably be placed other standards that have been produced as the result of distribution cost accounting. This provides the most tremendous tool for producing profitable results that has ever been placed in the hands of the distribution industry. Where work standards are an invaluable tool for the reduction of overhead expense, distribution cost accounting standards in terms of profitability of product lines, customers, sales territories, size of order, and value of billing lines are invaluable tools and standards to be used toward the increase of sales and profits.

Young Rebels Announce Plans For Materials Handling Clinic

AN ENTHUSIASTIC band of Young Rebels—some 43 strong—met for their first annual luncheon on Monday of the convention week. Appropriately enough, they gathered in the Roosevelt Hotel's Wildcatter Room and heard from Colonel Bill Parker, Jr., and Committee Chairman Leslie Stratton, III, about plans for a Materials Handling Clinic to be sponsored by the Young Rebels in Memphis, Tenn. The two-day event will be held September 13-14 in the Ellis Auditorium.

In his crystal-clear analysis of the clinic, Chairman Stratton explained the six categories that would be considered in the clinic and pointed out the equipment to be demonstrated in each:

- (1) Handling Incoming Merchandise
 - Forks lifts
 - Conveyors
 - Floats
- (2) Storage
 - Adjustable Steel Racks,

- Shelving
- Pallets
- Bins
- (3) Order Selection and Shipping
 - Baskets
 - Carts
 - Conveyors—Chutes
 - Pneumatic Tubes
 - Communication—Radio, P/A Systems
- (4) Packaging
 - Staplers
 - Containers
 - Tape
 - Metal Band
 - Paper Shredders
- (5) Marking - Labeling
 - Stencils
 - Labeling

The clinic will involve considerably more than just a demonstration of materials handling equipment. The use of such equipment in planned systems will be shown and the solution of actual warehouse problems with the equipment also will be a feature of the two-day event.



Greater Profits-- Possible

By Howard W. Price

President
National Wholesale Hardware Ass'n.



NONE OTHER than Bill French in his President's Address before the National Wholesale Hardware Association Convention in Atlantic City in 1957 proposed to our Executive Committee that a thoughtful long-range inquiry be made into the costs of distribution.

Out of this proposal, the industry's Cost of Distribution Committee came into being. As most of you gentlemen know, the Manual of Distribution Cost Accounting was introduced at Atlantic City. In presenting the manual to the convention, it was pointed out that for many years, the wholesale hardware industry has been providing its investors with modest profits. The national averages of profit on sales in recent years have declined from a high of 2.95% of sales in 1951 to 1.21% in 1958. The final figures for 1959 are not as yet available. The return on net worth in 1957 was 4.47% and in 1958 down to 3.79%. These are indeed inadequate.

During the past few years the talk has been about the necessity for increasing gross profit margins. This is good because in many instances profit margins are outrageously low. We must continue to work on them but in addition

we must do everything possible to reduce our cost of doing business. In this process through the effective use of Distribution Cost Accounting we can determine what gross margins should be to be compensatory to an efficiently run wholesale organization.

One of the basic causes for low profit return in the industry is that wholesalers have been indulging in costly uneconomical practices without knowledge of actual costs involved. But, by using Distribution Cost Accounting, it will make it possible to find out how much it costs your firm to warehouse, sell and handle products in each of your departments and what contribution each department makes to the net.

We wholesalers must take a sober look at ourselves. We must investigate and re-examine practices and policies to focus attention on those which are uneconomical.

We are faced with a challenge to determine profitability of each department. With so many expense dollars being allocated to personnel the profitability of each department in your organization should be questioned very thoroughly.

Nobody wants to work for nothing! But, that's just what we might be doing if we don't know what it costs us to operate each one of our departments.

The basic aim of this Manual is to give interested wholesalers a procedure to follow to find out just how much it costs your firm to buy, warehouse and sell products in each one of your departments.

The process involved in finding your departmental costs would be regarded as research. Wholesalers must be stimulated to search out the reasons why things are as they are and to develop procedures and policies which are economically sound and which will add to,

rather than be a deterrent to net profits.

I am sure that wholesalers are being awakened to the fact that they must know which lines of merchandise are profitable for them to handle; which lines provide a fair margin of profit and which do not.

Distribution Cost Accounting reduced to an abbreviated term is D.C.A. D.C.A. is an accounting procedure by which the natural profit and loss accounts are apportioned and distributed to the various departments of a business. Natural expense accounts are allocated to departments through D.C.A. methods.

D.C.A. is a tool which offers to management a great opportunity for reducing costs and increasing efficiency in their businesses. D.C.A. is not a rigid or fixed system, but it can be modified or adapted to meet the present or future needs of the many different volume houses within the industry. The principles and methods introduced in the manual are fundamental and are intended to serve as a framework for the development of a custom-made D.C.A. system for the large, medium, or small wholesaler. Individuality and resourcefulness are integral and essential parts of this program.

The basic method outlined in this manual has proven of real value to those wholesalers who have pioneered in this field. There are numerous and substantial benefits to be realized as you progress. Benefits which can be anticipated are these:

(1) The first benefit is self-analysis and improvements in the wholesaler's own operation.

(2) To supply facts to management so as to make it possible to delegate responsibilities for correction. This will stimulate a wider interest within the organization and create a desire among its personnel for improvement.

(3) Greater emphasis can be placed on profitable departments and less emphasis given those that were mistakenly believed to be profitable. Distribution Cost Accounting will also suggest to management how they might direct their endeavors to new areas of profit opportunity.

(4) Greater employee productivity can be achieved. This has already occurred in the case of several wholesalers.

Another benefit: It will aid you to eliminate or reduce sales com-

pensation on unprofitable business and it will reveal that gross margin either large or small must be carefully considered in the light of the cost of handling the item—line or commodity to determine if it produces a satisfactory return.

Last, Distribution Cost Accounting opens avenues to improve methods, procedures and functions for lower costs.

Simply stated, D.C.A. is a procedure whereby a chart of expense accounts is designed so as to accumulate expenses by natural groupings, and then to allocate these expenses to merchandise departments by the methods shown in the manual.

What the committee proposes and recommends is a widespread adoption of D.C.A. by our membership. Further, that our Association, through the committee, direct the efforts of interested members along sound lines which both practical experience and professional accounting practices suggest.

If we are to make an intelligent inquiry into the costs of distribution with the hope of improving net return for ourselves and for the great industry of which we are all a part, then we must be sure that we start on the right track. Once we are on the right track "together"—following the same set of fundamental rules, with continued diligent effort, working through and with the industry's Cost of Distribution Committee, we can reasonably expect to attain our objective of profit improvement.

One of our partners in the distribution of hard goods, the manufacturer, will be not only impressed but motivated by carefully researched documented facts.

The two fundamentals which form the right track and the proper foundation for D.C.A. are: A Chart of Expense Accounts and proper Units of Measurement both of which should be carefully considered and are fully outlined in the manual.

As we initially reported, we as individuals and the industry as a whole are confronted with sobering facts. These conditions require action.

Wholesalers must be stimulated to search out the reasons why things are as they are. Wholesalers need to develop standards of comparison which will point to improved methods of operation and lower cost—more efficient ways of performing various func-

tions of wholesaling.

Wholesalers must know which lines of merchandise are profitable for them to handle—which lines provide a fair margin of profit and which do not.

It is the sincere hope of your committee that they might stimulate the interest and desire of our members to delve into Distribution Cost Accounting for the purpose of self-analysis and improvements in their own operations.

This manual is available for the use of all members who wish to explore the profitability of their own operations. It is the product of members who have given freely of their time, thought, man-

power, and money to this project. They are convinced this type of information can result in savings through knowledge of the products or methods responsible for unprofitable departments.

The wholesale hardware industry can and must progress and profit in future years as it has in the past. By adopting this program of Distribution Cost Accounting, wholesalers will be making a valuable contribution to the 2 billion dollar industry which is an essential and vital part of our national economy. The results to you and to your company will, we are sure, be most gratifying.

A Full Functioning Wholesaler Speaks Out

By W. E. Smith

Oklahoma Hardware Co.
Oklahoma City, Okla.



THIRTY-THREE hardware and related wholesalers, counting their branches, have lost their corporate lives since January 1958, either by liquidation, or through a sale or merger. This has happened in just the last two years of an era known as the "Fabulous Fifties." A new decade has just commenced; it's being heralded as "The Soaring Sixties,"—"The Sizzling Sixties," and by a great many other superlatives—but the death of hardware wholesalers extends into 1960.

The South has been more fortunate, for to my knowledge, only a few hardware wholesalers in the South have liquidated in the past two years,—but let's not be smug about it—*It could happen here!* The health and progress of your individual business depends upon how well you manage it. The beginning of a year, or a new decade, is an occasion for vigorous reevaluation of all of our management policies.

Profits in our industry, as all of us know, are dangerously low. In 1958, the latest published figures, nationally, hardware wholesalers showed a net profit on sales of 1.21%, and profit on total net worth of 3.79%. Comparatively, the South did slightly better. Southern wholesalers earned 1.42% net profit on sales, and 3.88% profit on total net worth. These figures from the South are the results of 54 wholesalers—five of whom actually lost money, and 10 made less than 1%. Think about that for a moment—30% of the hardware wholesalers in the South, who reported their figures, in 1958 either lost money, or made less than 1%! Prosperity doesn't just come to a business with good

times; it must be earned.

I have been invited to share with you a little bit of my philosophy about what a Full Function Hardware Wholesaler can do to assist his retailer-customers in their merchandising and promotional activities, and to describe to you the program that we have developed within our own organization.

First, we believe the organization itself must be conditioned for it. They must be so thoroughly imbued with the "Spirit of Service" that they stay aware at all times of their customer's merchandising needs, his local competitive conditions, and then be willing to do more than their share, to provide the merchandising and promotional tools, and know-how, that are comparable to those being employed by his most aggressive competitors — the chains.

Changes

Significant changes in wholesaling have taken place in the past few years, and the revolution in distribution is bringing about a changed relationship between the retailer and the wholesaler. The salesman, naturally, plays a major role in this new relationship. Dealers more and more prefer salesmen who talk their language, who know and understand the principles of mark-up, turnover, sales per square foot, profit from sales, and profit from capital investment. The progressive thinking retailer today is impressed by a salesman who can and does discuss his company's sales policy, its merchandising programs, and its pricing principles with intelligence and understanding.

Our wholesaling system stands at the threshold of this decade with an obligation to gear itself for another period of change. It is our feeling that neither the wholesaler of today, nor his salesmen, can succeed in following the techniques of 10, or even five years ago. Don't be guilty of in-breeding into your rising young executives, ideas and methods that are out-dated, but encourage them to think for themselves, and to look for new and fresher approaches in operating techniques, as well as merchandising. Urge them to dare to be different.

In recent years, a sizable number of wholesalers from across the country, and three from Canada, have come to Oklahoma to study and evaluate our organizational

structure, our methods and our programs. Many times they are amazed to find that, with all we do to assist our customers, we have about 20% fewer people on our payroll than the average, for a given volume of business—meaning, higher production per man-hour, through greater interest and efficiency. We accomplish this by providing good working conditions, and closer supervision, — with 13 department heads out of a total of 118 employees, who, for all practical purposes, actually run our business.

It's distressing to continually hear visiting wholesalers tell us, "They couldn't possibly do the things we do", because they "don't have those kind of people." Of course they don't, if they have never exposed them to the problems, and encouraged them to try their hand at solving them.

My pride and joy are the people who make up our organization. We recognize each member as an important segment of the team. It is by keeping our people aware of the problems with which our industry is faced, and the needs of our own dealers, that it has risen to the challenge, and developed within our own organization most of the programs we have available for our customers today.

I believe in all sincerity, that before an effective program of merchandising and promotional activity can be launched by any wholesaler, its management must provide the inspiration and leadership that will create a "team spirit of helpfulness", and once this has been established, there is no limit to what can be accomplished. When we started about eight years ago, we had a net worth of about half a million dollars, and doing a million and a quarter dollar volume. We now have an AAAI rating, and our sales are in excess of six million. In 1958, our return on our investment was 11.62%, or more than three times the national average; and in 1959 it was 12.43%.

Size Doesn't Count

The point that I want to establish, is that you do not have to be a large wholesaler to develop a program of assistance for your dealers. Neither does it necessarily need to materially affect your operating costs. It does, however, require a tremendous team effort, and an intense interest on the part

of everyone involved — to minimize the expense.

Our printing department does more printing than anyone in the state of Oklahoma, not to be in the printing business. In addition to compiling and publishing our own catalogs, and printing all of the forms we use . . . we make available to our customers, the lowest cost broadside program in the area we serve. Our program for hardware retailers includes a four-page quarterly broadside, at less than \$10.00 a thousand, imprinted with their name. We prepare for lumber dealers, who have a hardware department, a special broadside at \$12.95 per thousand, issued three times a year, which features lumber and other items of building materials, in addition to hardware normally sold by them.

We do "custom designed" handbills built around our customer's own stock, for all types of special events, such as formal openings, anniversary sales, expansion and stock reduction sales, liquidation sales, or any other kind of promotional affair that will help our customers attract more people to his store.

Broad-sides

Rather unique in our broadsides, is the fact that we do not solicit, nor accept advertising participation from any of our suppliers. As a result, the selection committee (made up of our buyers and sales director) is not influenced by outside factors. All items that we include in our promotional material are selected strictly upon their own merit, their pulling power, their value, and seasonal attraction, and whether or not our customers normally carry them. Trade brands are featured only when we feel they enhance the traffic pulling power, giving the dealer much more latitude to use merchandise he already has in his stock.

It is our feeling that a retailer needs to supplement his broadsides with other forms of advertising, and to assist him, we have our monthly "sizzler" program. Our "Sizzlers," or monthly specials provide any promotional minded dealer with about 30 items, at special prices, from which he may select items to advertise or promote weekly or monthly in his own way. We also furnish monthly, an ad-mat con-

(Continued on page 71)

A New Approach to The Catalog Problem

By A. C. Rankin

Teague Hardware Co.
Montgomery, Ala.



EARLY IN 1948 your chairman, assisted on your catalog committee by Mr. O. C. Davis of Bluefield Supply Co., Bluefield, West Virginia, and Mr. J. C. Erwin of Allison-Erwin Co., Charlotte, North Carolina, made a careful survey of the catalog problems confronting our members.

During our April convention in 1948 your committee set forth the nature of our problems in an article which was reprinted from Southern Hardware magazine. Immediately following our 1948 convention, your committee, together with some of our members, made a concerted drive, placing our catalog problems before the manufacturers, outlining to them how they could save money and at the same time help solve the major problem for the hardware wholesalers. Another drive was made in 1957.

Most of the manufacturers realized our needs and offered to cooperate. We are happy today to say that our effort to standardize catalog pages for hardware wholesalers has been successful.

Following the success of standardizing pages, some of our mem-

bers suggested that we go a step further and consider our association's setting up a catalog department to supply our members with their needs. We found immediately that this would be impractical, as we would have to own and operate a first class printing plant, which would be too costly.

About two years ago your committee began working on another idea, namely, to interest some catalog printing house in assembling data, or letter press proofs, to be used for printing our own pages. After a careful survey, the North American Press has accepted the challenge and is now prepared to do the exact thing that our association suggested that we do for ourselves. They now have a "Catalog Service Plan". This new plan should be equally as advantageous for use by manufacturers as by wholesalers.

The envelopes that you find on the seats contain minute details of this new service. I hope, if you are not familiar with it, that you will take it home with you and discuss this plan with your catalog department, for it should, in time, save you money.

Current Plan

This latest plan, which is known as the catalog service plan, offered by the North American Press, has been approved by both the Southern and National Associations and, as stated above, is in actual operation now by the North American Press.

Here is the crux of the plan: North American Press will furnish wholesalers who have keep-up equipment with letter press proofs of hardware products. These proofs will be complete, ready for pasting up pages for layout work, for off-

set printing, and thus eliminate the greater part of the work and expense that the wholesaler has of composing and preparing his catalog pages. Proofs will be mailed to the wholesaler in triplicate monthly.

Binders will be furnished with complete index reference and illustrated pages, which will keep the buyer up to date, month by month, on all products that are available for use as paste-ups. The catalog service division index will give quick reference to locate the product item.

Many new products will be included in this service, even before they are offered the wholesaler, or at the moment these new products are announced by the manufacturer. In this manner, the wholesaler may have clippings of many new products and have the items catalogued by the time the shipment arrives.

This new catalog service should also be welcomed by the manufacturers who would want their products catalogued by our members and the work done at a minimum of expense.

Great Asset

We are advised by North American Press that so far 100 hardware wholesalers have subscribed to the service. Your committee believes that, if this service is supported by manufacturers and hardware distributors, within a reasonable time it will prove to be a great asset to both.

It took a number of years of hard work to accomplish the standardization of catalog pages. This new approach will also take a good while to get into operation in sufficient volume. With the cooperation of the manufacturers, and, by necessity, with the support of a sufficient number of wholesalers, this new program just launched will grow larger each month and soon will be a great asset to the hardware wholesaler's catalog department.

There may be other plans, but none, so far as we know, that equal the plan which both the Southern and the National Hardware Associations have approved.

Now, in closing, I wish to state that there is no "payola" involved in your executive committee and advisory board's recommending the catalog service plan of the North American Press. We are not on their payroll!!!

Dealer's choice

(when it comes to water systems)


Satisfaction brings 'em back!
And, that's why hundreds of Fairbanks, Morse dealers have been handling our pumps or water systems for 20 years . . . 60 years . . . even as long as 3 generations! • They're satisfied with the built-in dependability we insist on in every pump or water system. (Customers are, too.)

• They're satisfied with the built-in quality that prevents costly mechanical breakdowns! • They're satisfied with the way we make selling F-M systems easier—with our famous name and industrial reputation. • And—they're satisfied with our wide range of pump and water-system selections . . . for every purpose

. . . for every need • When you deal yourself in the dollar-profit picture . . . bet you'll be satisfied, and stick with Fairbanks, Morse, too!

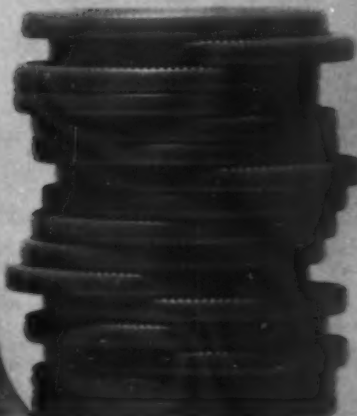
Pumps For Every Purpose!

F-M pumps from $\frac{1}{8}$ to 5 hp, shallow well, submersibles, down-the-well jet models . . . all are immediately available.



Fairbanks Morse

Pump & Hydraulic Division
Kansas City, Kansas



A MAJOR INDUSTRIAL COMPONENT OF FAIRBANKS WHITNEY CORPORATION, NEW YORK

New Deal in Jacksonville

FOR THE 792 persons on hand in Jacksonville recently there obviously hadn't been a Georgia-Florida convention like it in years. The contrast with former years was pleasing, though startling, for this time there was a real crowd in attendance and an enthusiastic one at that.

From the convention's opening day, dealers and their wives crowded into the exhibit hall of the George Washington Hotel and kept factory men busy demonstrating products and explaining sales features.

They responded to a well-prepared business program and flocked into business sessions to listen intently to discussions directly related to their every day problems.

To all present, it was a welcome change from past times when a slim crowd of dealers rattled around in the headquarters hotel, often badly outnumbered by visiting factory reps and wholesalers. In other years, frustrated exhibitors waited in their booths for



Trade show exhibits received good response from dealers.

dealers who came in a slim trickle or not at all. Too frequently dealer visits to the exhibit hall consisted of a quick trip up one aisle and down the other with few stops in individual booths.

Understandably, such a waste of their time had soured many an exhibitor on the whole thing. And wholesalers throughout the two states who had poured both money and effort into attempts to make something worthwhile out of the associations were becoming no less disgruntled.

It was obvious that the association set up in Georgia and Florida was moving towards complete and perhaps final collapse.

It was equally obvious that a complete salvage job had to be done in the 1959-60 year. The success with which this task was performed provides a crystal-clear lesson in what an association's purpose and objectives should be.

Where an association is concerned primarily with the objectives of a vested interest rather than with the problems of the industry it serves, it will surely lag and fail. The Georgia-Florida groups reached a more solid position when the associations and the annual convention were, in a sense, returned to the industry.

But before this was achieved, a sizable fence-mending job faced energetic new Secretary R. L.



Association officers, left to right, seated: E. D. Pennington, Lafayette, Ga., president; Martin F. Stuck, New Smyrna Beach, Fla., vice-president; Charles C. Hartley, St. Cloud, Fla., and L. M. George, Miami, Fla., directors; and R. L. Ricker, secretary-treasurer. Standing: Virgil Pass, Washington, Ga., past president of Georgia association; Jack Proctor, Jacksonville Beach, Fla., past vice-president of Florida association; and directors, W. T. Avery, Macon, Ga.; O. B. Nall, Orange Park, Fla.; Kelly Stough, Pelham, Ga.; E. H. Strickland, Bristol, Fla.; and E. R. Bates, Atlanta, Ga.

NATIONALLY ADVERTISED



5-WAY. FLOAT

**Famous Center Hole Threading
for Reeling of Catch to Tip of Rod
and Tip-Top Action in Casting.**

All Ideal 5-Way Floats have these features:

- Hole Through Center
- Slip-Stop Attachment
- Fish Upright
- Snap On . . . Snap Off
- Pull Top Button . . . Push Bottom Button
- Available in Popular Sizes

For: Bait Casting

Spinning

Still Fishing

The Ideal family of 5-Way Floats is colorfully illustrated along with many other fishing accessories in our 1959-1960 catalog. Send for yours today.



IDEAL 5-WAY WEIGHTED FLOAT

No sinker . . . longer casts . . .
more action for live baits



IDEAL 5-WAY BUBBLE FLOAT

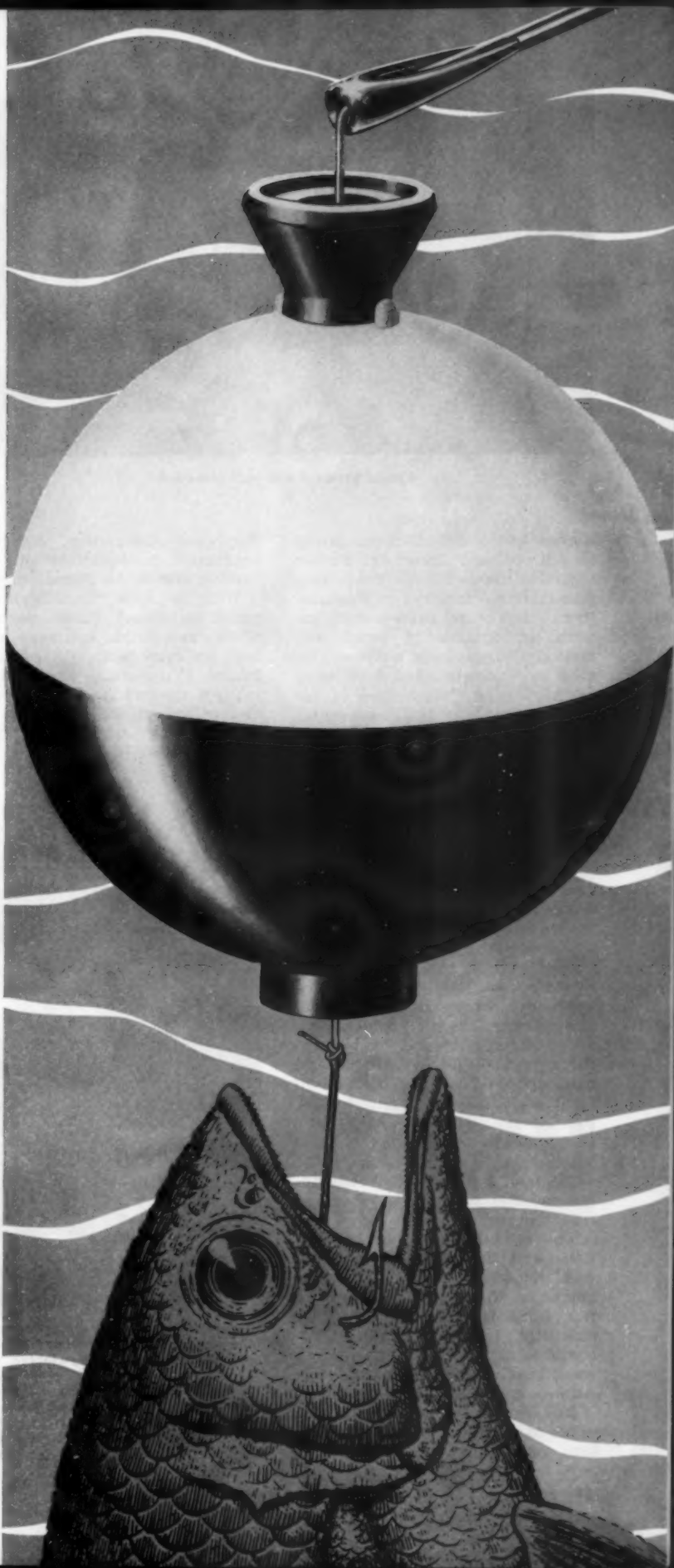
Standard and Water-Fillable.
Spin, bait, fly, lure cast or still
fish with just one rig.

IDEAL FISHING FLOAT COMPANY, INC.

2001 E. Franklin Street • Richmond 3, Virginia
WAREHOUSES:

301 North Market Street, Dallas, Texas
605 Third Street, San Francisco, California

World's Largest Manufacturer of Fishing Floats,
Furnished Lines and Sinkers





Annual banquet was well attended.

Ricker and a conscientious group of officers and directors. Ricker travelled the two states contacting wholesalers, factory representatives, the trade press—everyone with an opinion of what was needed. Suggestions were evaluated by a newly-formed industry advisory council composed of association officials and representative wholesalers.

Meeting several times during the year, this group compromised different viewpoints and outlined a workable program for putting the associations and convention on a sound basis.

The results were apparent in Jacksonville. Not only were more dealers in attendance, but they visited exhibitors' booths and gave a thorough inspection to lines of products. Where in the past exhibitors had cooled their heels, they were writing orders this time.

No longer was the business program merely a vehicle for launching a series of deadly-dull talks on association services which seem to have had little effect but to discourage attendance. This year's program was beefed up with provocative and timely discussions of subjects of intimate interest to retailers—and the hall was filled to run-over capacity each day.

The revitalizing of the associations and the annual convention was the direct result of all segments of the industry respecting the problems of each and working carefully towards solutions acceptable to all. That this was accomplished is the best possible insurance for future progress.

In Jacksonville, the decision was made to unify the two associations into one Georgia-Florida Retail

Hardware Association, Inc. with permanent headquarters and convention site in the Florida city.

With a solid foundation on which to expand, dealer members of the association can reasonably look for even better things in the future. Plans are in the works to expand the trade show to more clearly reflect the important and ever-growing market for hardware products in the Southeast.—R.E.K.

Stanley Offers Residential Hardware Reference Book

A NEW Residential Hardware Reference Book, H165, is offered by Stanley Hardware as part of its builders hardware merchandising program for 1960. This 12-page book has been designed to aid the builder in the selection of hardware that is right for the job. It suggests what hardware should go where, and tells why. A general reference guide is included. The book is intended to show the builder how he can reduce installation time and costs, and how he can save on "call-backs," it was announced.

A self-addressed postage-paid card is contained in the book as a convenience in requesting detailed information on items of special interest.

A free copy may be obtained by writing: Stanley Hardware, division of The Stanley Works, Dept. PD, 195 Lake St., New Britain, Conn. Additional copies of the book with or without imprint, are available in quantity from the Advertising Service Department at three cents each. Minimum recommended order for imprinting is 50 copies.

Carolinas Officers



Three big days were enjoyed by members of the Hardware Association of the Carolinas as they gathered in Charlotte recently for their annual convention and trade show. Newly-elected association president, Angus Fordham of Beaufort, S. C. here presents a plaque to outgoing president Ardell Lanier, Lexington, N. C., along with special thanks to Mrs. Lanier for her help to the association. Other association officers are: J. R. Ferguson, Raleigh, N. C., first vice-president; Sidney Mathis, Jr., Marion, S. C., second vice-president, and J. D. King, Hendersonville, N. C., named senior director. New junior director is H. S. Ellenberg, Greenwood, S. C.



All-Vinyl Cube Tap Extensions



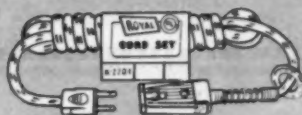
Bakelite Cube Tap Extensions



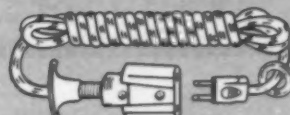
Socket Extensions



Neoprene Appliance Cords



Braided Appliance Cords



Roaster Cords



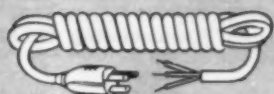
Range and Dryer Cords



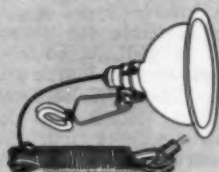
Appliance Replacement Cords-Braided



Appliance Replacement Cords-Neoprene



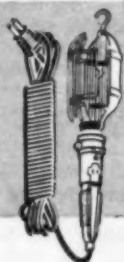
Power Tool Replacement Cords-Rubber



Clamp-On
Lampholders



3-Ft. "Pixie"
Neoprene
Appliance Cord



All-Vinyl, All Yellow
Trouble Lights



"Powr-Kord"
Heavy Duty
Extensions—
Rubber



"Powr-Kord"
Heavy Duty
Extensions—
Plastic

CORDS CORDS and more

CORDS

IN THE BIG ROYAL ELECTRIC LINE you'll find a cord set to sell every customer who enters your store. Royal POWR-KORD heavy duty extensions . . . range and dryer cords . . . household cord sets and extensions . . . TV cords . . . replacement cords for lamps, radios, heaters . . . trouble lights — all in a BIG selection of cord lengths, sizes, colors and materials. Each is fully listed by Underwriters' Laboratories, Inc. . . and backed by Royal's reputation for quality, safety and dependability. Royal's eye-catching packaging, too, is designed for easy, pick-up sales . . . priced right for fast turnover and *more profit to you!* Stock up now . . . See your wholesaler.



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Pointe Claire, Quebec

CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 69

100 Moisture Absorbent. A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

102 Lawn and Weed Mowers. An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

103 Woodworkers' Vises. Bulletin LL-8216 describes the company's line of woodworkers' vises. Contents include specifications and illustrations of 18 individual vises. The Columbian Vise & Manufacturing Co., Cleveland 4, Ohio.

104 Industrial Hardware and Wire Rope Fittings. Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Individual brochures on each of the items also available. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

106 Gun Equipment. The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations.

Lyman Gun Sight Corp., Middlefield, Conn.

107 Plastic Pipe. Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

109 Fly Lines. A pocket-size folder includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

110 Striking Tools. Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

111 Store Fixtures. Drawings and photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x 22" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

112 Fiber Roof Coating. A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

113 Sprayers and Dusters. Catalog

No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

114 Masonry Anchors. Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

117 Masonry Line. A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

120 Store Fixtures. The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available, in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

121 Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for

increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

122 Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

123 Primer and Sealer. "Improve Every Painting Operation with X-I-M Flash Bond" is an instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

124 Outdoor Products. "Outdoor fun begins with Coleman" is the title of a 20-page illustrated 1960 product catalog. The catalog describes the full line of Coleman gasoline, kerosene and LP-gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs. The Coleman Co., Inc., Wichita 1, Kan.

125 Jet Pumps. A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

128 Project Book. Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood - working plan is blueprinted thoroughly on a self-contained sheet. Rogers Isinglass & Glue Co., Gloucester, Mass.

130 Fusible Links. Folder F-184 illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes. Richards-Wilcox Manufacturing Co., Aurora, Ill.

131 Hardware Chain. An illustrated folder describes the complete line of ACCO chains for a multitude

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of domestic and industrial requirements. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

133 Display Ideas. A Rubbermaid display booklet illustrates and describes a variety of display methods for all size stores. Rubbermaid, Inc., Wooster, Ohio.

134 Chains. A catalog page-price list features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer costs figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

135 Chains and Chain Assemblies. A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

136 Water Appliance Promotions. An 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog tells how and when to use these items most effectively. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

137 Marine Line. A full-color catalog presents the complete line of Aqua-Float marine safety products. The catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materi-

als. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

139 Sprayers and Dusters. This catalog covers the company's complete line of hand, continuous, compressed air knap-sack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. D. B. Smith & Co., 428 Main St., Utica, N. Y.

140 Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

141 Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Also described are the company's lines of floor and paint conditioning machines. Photos of merchandising aids, and illustrated hints on the use of many of the tools are included. Red Devil Tools, Box 355, Union, N. J.

142 Steel Sandpaper. An all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

143 Housewares. A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color, while shorter versions of the catalog which describe Rubbermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

144 Garden Supplies. A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

145 Tool and Plastic Lines. This catalog includes illustrations and detailed specifications on the company's tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vlcek Tool Co., Cleveland 4,

Ohio.

147 Fishing Tackle. In addition to the regular line of Pflueger Fishing Tackle, this catalog contains information on items announced for 1960: the No. 84 Saturn enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

148 Plastic Housewares. A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turnover per year and how to increase the average sale 2½ times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los Angeles 64, Calif.

149 Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various carbide cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

150 Time Payment Plan. A folder is available describing the complete Foley Futuramic line of power mowers featuring the new 32" Quad Cut mower-trimmer and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn.

151 Pre-Measured Chain. A catalog page, in color, describes a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.

152 Storage and Display Equipment. Folder 320-A describes the time-and-space-saving advantages offered by Revolve Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

154 Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes the company's Louisville Slugger line of baseball, softball, and Little League bats are offered to dealers. Also available is a

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two-page catalog showing the company's entire Grand Slam golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

155 Hobby Tools. A catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 1656 Ridge Rd. East, Webster, N. Y.

158 Nails Data. A pocket-size handbook containing information and specifications for Stormguard nails is available. A two-page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

159 Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

160 Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.

161 Industrial Doors. A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

162 Display Attachments. Catalog 400B featuring Vizuclicks, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclicks for displaying all types of merchandise on either ¼" or ½" panels. L. A. Darling Co., Bronson, Mich.

163 Garden Hose. Catalog sheets give full information on Biltrite and Boston vinyl and rubber Garden

Hose, as well as Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

164 Industrial Knives. A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H," Southbridge, Mass.

166 Padlocks, Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various products. The Slaymaker Lock Co., Lancaster, Pa.

168 Drill Attachments. Two catalogs are offered on the company's hardware line. One is for inclusion in wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

245 Relief Valves and Wall Hydrants. A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frostproof wall hydrants. Mansfield Sanitary, Inc., Perrysville, Ohio.

247 Packaged Fasteners. The revised Package Stock Guide to Statesville Inventory, SPG-3, outlines the packaged items, sizes, and finishes regularly carried as standard in Statesville's 500,000 gross shelf stock of fasteners. Covers eight pages. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

248 Pulley Assortments. Two catalog pages are available on swivel eye and fast eye pulley assortments which illustrate and describe the pulleys in each display box. The red and white display box suggests the various usages for the pulleys, and shows the retail selling prices. North & Judd Manufacturing Co., New Britain, Conn.

249 Plumbing Rack. An illustrated catalog and price list is offered on the Plumb Shop Merchandiser, a blue and red, all metal display rack that stocks and sells flexible copper tubes, valves, and fittings. Plumb Shop, 1341 Temple, Detroit 1, Mich.

256 Tank Balls and Floats. An illustrated brochure lists and describes in detail tank balls and floats in sizes, shapes, weights, and materials for every service application and water condition. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.

257 High Density Plastic Pipe. A 4-page brochure describes the "Hi-Mol" high-density flexible polyethylene pipe. Carlon Products Corp., Aurora, Ohio.

258 Rubber Bonded Abrasives. Rubber bonded abrasives for polishing and finishing are featured in a white and blue folder. Their special function and types of materials on which they are particularly useful, specifications, and prices are given. The Carborundum Co., Niagara Falls, N. Y.

259 Handsaws. The proper use and care of handsaws as well as their design and construction, is discussed in the Handsaw Manual. The illustrated pocket size manual also devotes one section to information for the home or professional carpenter. Education Dept., Atkins Saw Division, Borg-Warner Corp., Indianapolis 25, Ind.

260 Plastic Sewer Pipe. The advantages of Chem-Weld drainage pipe, its installation and handling are described in detail in an illustrated brochure. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

261 Home and Agricultural Tools. Catalog No. S5960 includes information on the company's line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades, and scoops; and repair handles. The 52-page catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

262 Water System Products. A 90-page general catalog, illustrated and in color, presents data on the company products and services under the following section headings: "Submerga" Pumps, Jet Pumps, Piston Pumps, Centrifugal Pumps, Sump Pumps, Hand and Windmill Pumps, Pump Accessories, Water Conditioners, Engineering Information, and Sales Aids. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

263 Central Heating and Air Conditioning. An 8-page, full-color catalog combines gas fired, forced-air furnaces and residential air conditioning into one brochure. Representative models are shown, also detailed cutaway views. Along with complete specifications are illustrations of typical installations of the equipment. Chattanooga Royal Co., Chattanooga 6, Tenn.

268 Water Well Accessory. The "Levertrol" self-cleaning foot valve, which features a cord activated lever to flush a clogged valve seat, is described and illustrated in a two-color catalog sheet. Ratterman Manufacturing Co., 3947 Land O'Lakes Dr., N. E., Atlanta 5, Ga.

269 Caulking Guns. A 4-page, 2-color catalog covers the company's complete line of caulking guns for professional and home use and its line of interchangeable nozzles. It is illustrated and provides complete details on the capacities, dimensions, and construction of the various

models. The Vital Products Manufacturing Co., 7500 Quincy Ave., Cleveland 4, Ohio.

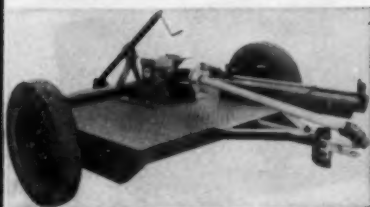
270 Maple Kitchen Woodenware. A full-color, 4-page bulletin on Sensenich Northern Hard Maple counter tops, chopping blocks, pastry boards and other kitchen-specialty woodenware is available. Colorfully illustrated, the bulletin includes descriptive data, specifications, and suggested retail prices. Sensenich Corp., Dept. 116, Lancaster, Pa.

271 Fishing Reels. Latest engineering advances in Bronson reels

WHAT KIND of a MOWER ? Do Your Customers Want ?



REEL



ROTARY



HAMMERMILL

You'll Find it in

SUN-MASTR®

The Nation's Most Complete
Line of
Tractor-Operated Mowers.

**50 MODELS
12 SIZES**

Wide choice of hitches

A Model for EVERY
Tractor—for EVERY
Mowing—Cutting—
Shredding Job.

SUN-MASTR®

Mowers have been
proven through many
years of service.

- Used in ALL 50 States and 14 Foreign Countries
- Mow finest Lawns or cut Brush 3 inches and more in diameter. Shred Stalks and Stubble of all kinds.
- SUN-MASTR Mowers help you sell both New and Used Tractors—at a better profit.

FREE—NEW 20-page Catalog & 4-page Price List. May we send you a copy? Write today.

SUNFLOWER INDUSTRIES, INC.

501 So. Kansas Ave. Olathe, Kansas Phone PO 4-1280

are described and illustrated in the 1960 full color catalog. Covers the complete line of spinning, spin casting, bait casting, fly and salt water reels, plus four direct drive reels. Bronson Reel Co., Bronson, Mich.

272 Paint Tool Merchandiser. A catalog insert page, JS-62, describes and illustrates a complete "one stop" painters' tool department featuring vacuum, pack carded tools. Red Devil Tools, Union, N. J.

273 Blocks and Sheaves. Catalog I contains illustrations and complete specifications, including tonnage ca-

pacities and recommended wire rope sizes, for Durolite Blocks and Sheaves. Sauerman Bros., Inc., Dept. SHA, 620 S. 28th Ave., Bellwood, Ill.

274 Firearms. A catalog and brochures are available describing the company's line of copies of antique weapons, such as the Frontier Six-shooter revolver and Frontier Derringer. Circulars on special sales of war surplus weapons are also available. Hy Hunter Firearms Manufacturing Co., 3031 West Burbank Blvd., Burbank, Calif.

275 Company Growth. "This is Jacobsen" is the title of a full color,

16-page brochure which describes the company's growth in the power mower field. Available to dealers and prospective new dealers. Jacobsen Manufacturing Co., 747 Washington Ave., Racine, Wis.

276 Plastic Casing. The advantages of Plastic Casing for water wells are discussed in an available folder. Illustrations show ease of installation. Specifications and other pertinent data given. Southwestern Plastic Pipe Co., Mineral Wells, Texas.

277 Rotary Tiller. Four-page catalog describes and pictures all five Pow-R-Boy 66 tillers in the line from 2½ hp to 3½ hp, with complete technical descriptions. Hahn, Inc., Pow-R-Boy Division, Evansville, Ind.

278 Electric Products. An 80-page catalog illustrating over 1500 electrical wiring devices, lamps, and specialty products is available. Also features new packaging and merchandise displays. Profusely illustrated with full information, catalog serves as a sales tool as well as a reference book. All products are grouped in categories, cross-indexed. Included are three time-saving indices, Underwriters and CSA listings, and Federal Specifications numbers. Eagle Electric Manufacturing Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.

279 Fishing Tackle. The 1960 Fishing Tackle Trade Catalog contains 32 pages and is written as a buying guide and sales help. Features True Temper, Ocean City and Montague tackle. Well illustrated. True Temper Corp., American Tackle Div., 1623 Euclid Ave., Cleveland 15, Ohio.

280 Ballcocks. A 4-page, 2-color bulletin illustrates the company's complete line of ballcocks. Form LL-9939. Mansfield Sanitary, Inc., Perrysville, Ohio.

281 Locks. Complete cutaway diagrams and technical specifications of all three series are provided in the 1960 catalog. Illustrations are in full color. Challenger Lock Co., 2349 W. La Palma Ave., Anaheim, Calif.

282 Canteens. Oasis Canteens are presented in a colorful catalog which gives illustrations, prices, and descriptive facts about the various models. M. E. Shaw & Sons, 2526 Daly St., Los Angeles, Calif.

283 Private Water Systems. A dealer promotion piece, "Your Own Private Water System Serves You Best," is available. The colorful, 4-page folder discusses the selection of the proper well site, then lists the most important advantages of the private water system. It will fit into a #10 envelope. The Tait Manufacturing Co., 500 Webster St.,

PROSPECTS Are Very Good... And They're Everywhere You Look

Highways



Parks



Cemeteries



Plants

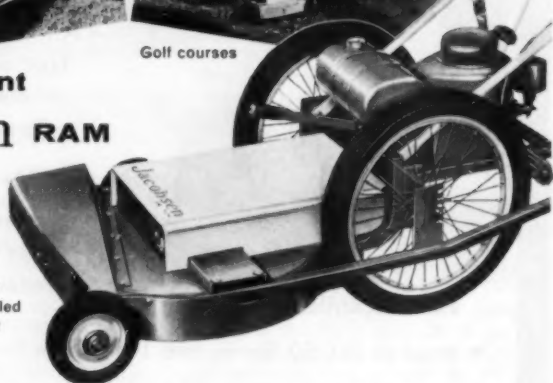


Golf courses



They All Want
Jacobsen RAM
High Wheel
Mowers

Ram 24SP
Power Propelled
24 inch cut



Ram High Wheel mowers are made to order for the tough cutting jobs that require top performance and low upkeep. Prospects are eager for this kind of mower, and they're all around you—plants, parks, cemeteries,

highways, 22 inch and 24 inch free wheelers and 24 inch Power Propelled models with Jacobsen Hi-Torque engines.

This is the brand that sells easiest—puts money in your pocket.

Feature for feature—the finest!

Send for brochure

Jacobsen

MANUFACTURING COMPANY

Dept. SH5 • Executive Offices Racine, Wisconsin
Factory, Brookhaven, Mississippi



Dayton, Ohio.

284 Fasteners. A complete reference for threaded and headed fasteners is provided in a catalog now available. The list prices are up to date and reflect the most current changes. Atlas Screw & Specialty Co., Inc., 450 Broome St., New York, N. Y.

285 Squarespray Sprinklers. A colorful 4-page brochure describes the line including the Squarespray sprinkler; Waterspike, 2-way sprinkler-irrigator; Waterfeeders, fertilizer applicators; Plant-Chem, balanced plant food; and the Squarespray Lawn Care Kit. Proen Products Co., 9th and Grayson, Berkeley 10, Calif.

286 Angler's Catalog. A multi-colored catalog entitled "Techniques and Tackle to Catch Big Fish" is available in quantity for over-the-counter retail pass out. The angler catalog contains 32 pages showing the company's complete line of fishing tackle and offers pointers on casting techniques, tackle assembly, etc. Shakespeare Co., Kalamazoo, Mich.

287 Fishing Tackle. A 68 - page trade catalog No. 60 contains 58 new items in addition to the wide variety of fishing tackle regularly listed. New items include lures, larger picnic coolers, round minnow and ice buckets, display racks, and hooks. Weber Tackle Co., Stevens Point, Wis.

288 Outdoor Clothing and Equipment. Detailed information and illustrations are contained in a black and white catalog presenting the company's line of footwear, rain apparel, and other outdoor clothing, as well as pup tents, air mattresses, tarpaulins, blankets, etc. Dixie Trading Co., 158 Garnett St., S. W., Atlanta 3, Ga.

289 Fishing Handbook. The full color Fishing Handbook is available in quantity. It contains 12 pages of fishing tips from experts for all fishermen and all types of fishing. One section has illustrated instructions on how to use spin casting and spinning equipment properly. Features company's most popular reels. Bronson Reel Co., Bronson, Mich.

290 Rust Remover. A catalog sheet describes Magic Rust Buster, a rust remover in stick form which may be used to remove rust and bugs from automobile surfaces. Magic Iron Cement Co., Inc., Cleveland, Ohio.

291 Racing Karts. The 16-page brochure answers questions most often asked by dealers who are contemplating the sale of Racing Karts. Simplex Manufacturing Corp., 540 North Carrollton Ave., New Orleans 19, La.

"I want
some of
these..."

... the very first words as your customer walks in looking for any conceivable type of bolt, nut or screw. There are probably more types, sizes, shapes and finishes in bolts, nuts and screws than in any other line you carry.

... and your customer expects you to have just exactly what he has in his hand because he knows yours is the place to find it.

... and Screw and Bolt is the line you can turn to. You know that's where YOU can find it. It's America's most complete line of bolts, nuts and screws. There's no reason for you to carry any other line. More and more distributors are switching to the Screw and Bolt line.

Mark the "Screw and Bolt" line in your *want book* today... satisfy your customer when he says "I want some of these..."

VMA 7240

SCREW AND BOLT CORPORATION OF AMERICA

P. O. Box 1708 • Pittsburgh 30, Pennsylvania

DIVISIONS: Pittsburgh • Gary • Southington Hardware • American Equipment

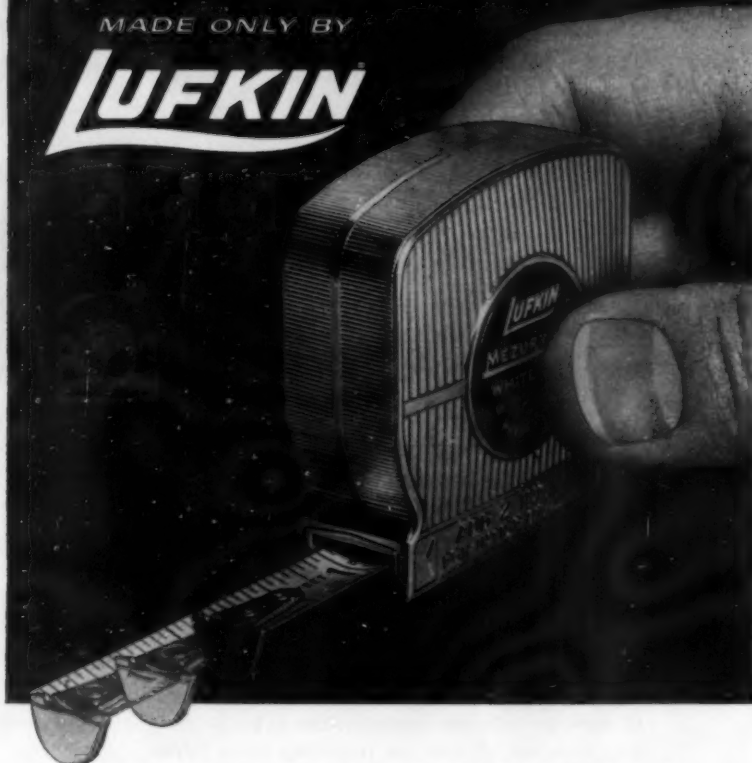
AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS



Why more customers reach for the **MEZURMATIC**

MADE ONLY BY

LUFKIN



It's easy to see why Lufkin's MezurMatic is the new leader in automatic tape rules. Exciting user advertising. Powerful promotions. The kind of *quality features* that reach out and beckon.

The rigid blade, for instance. The touch-control rewind. The rugged, heavy-duty end hook. Quality where it *counts* with craftsmen.

So get plenty of backup stock—you'll need it with the automatic tape more customers reach for... the Lufkin MezurMatic!



*They'll be
looking for it
on your
**TURNOVER
TARGET***

Toytown at Shepard's Hardware

(Continued from page 37)

8-foot stuffed toy section where the stuffed counterparts of the characters on the "Huckleberry Hound" television show receive display prominence. The store devotes one prize spot to displaying the "Huckleberry Family" — Mr. Jenks, Huckleberry Hound, Pixie, Dixie, etc.

"We have two good potential markets for stuffed animals," Beth Shepard advised, "First, the infants' market. Second, the market composed of high school and college girls who use stuffed animals for decorating bedrooms. The latter market is attractive because they prefer big-ticket stuffed toys in the \$5 to \$8 price range. A favorite with them is a 30-inch stuffed bear that sells for \$6.95."

Effective traffic-builder is an open table display devoted to toys priced at 88¢ and 98¢. Including several hundred different toys, this table is a traffic hub with people who simply want something inexpensive to take home to their offspring. It is also a favorite tarrying point with customers in lower-income brackets and with Sunday School classes and school groups who buy toys in quantity for various occasions.

Radio advertising has proved effective in promoting toys here. The retailer buys an average of five spot announcements a week to push toys with proven sales appeal—educational toys, the Huckleberry Hound items, guns, etc. Radio advertising is augmented by weekly newspaper ads which employ institutional-style copy that centers on the completeness of the selection, the separate display, the fact that a "Trained sales specialist is always on duty." etc. The ability of the toy salesgirl to demonstrate toys and stress main talking-points has turned many a casual browser into a buyer, according to Barney Shepard.

"Our Toytown is a positive asset," the retailer said. "We maintain a 40 percent markup and still keep prices competitive. It draws steady out-of-town trade. Lots of people move away but return to our store to shop this department. We never hold department-wide sales here but we do discount slow-movers to get them out and make room for fresh stock. We visit our hardware distributors' showrooms in Kansas City an average of once a month to keep

up on new items."

The toy surrey, which has a fringe on top, has a three-way value: it is an item that is sold and occasionally has a buyer, price is \$49.95; it is used for advertising the department in parades, at school and church events, etc., has a sign on top that publicizes the department; and it serves as a portable show-window display unit. It is filled with new toys directly in the department, then transferred to the display window.

"A little gimmick like this has more customer-building potency than you think," Barney Shepard reminds.

A New Enterprise: The Promenade

(Continued from page 40)

over the alley to tie in with the stores at the Gay Street level. Baker envisioned rear entrances and show windows 'On the Promenade,' tying the stores in with the parking facility by moving sidewalk and ramps.

"Downtown Knoxville Association President J. W. Sullivan, Jr. appointed a committee to obtain options on properties needed for the parking facility. Baker was a member.

"Several parking operators made proposals to lease properties where old buildings would be torn down.

"A joint session of dealers and property owners approved preliminary plans for the Gay Street Promenade, prepared by the architectural firm of Painter, Weeks & McCarty. Included in the design were a moving sidewalk and ramps to the parking facility, a Promenade 25 feet wide covering the alley and extending 550 feet, serving 12 of Knoxville's leading stores.

"It was decided the Promenade would be an esthetically appealing structure featuring planting boxes, special lighting, etc. The upper part of the backs of the buildings would be beautified by an expanded metal screen of anodized aluminum 100 feet high and 550 feet long.

"It was decided that: 1. Owners of property adjacent to the Promenade finance Promenade construction, costs to be assessed on a pro rata share, based on linear footage. 2. Dealers and/or property owners provide show windows and rear entrances on an individual basis. 3. Long term leases be secured on 10 State Street properties, site of

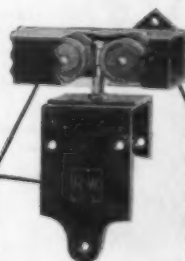
ONE DEPENDABLE SOURCE

From lightweight sliding doors for barns and machinery sheds to extremely large industrial sliding doors R-W offers a track and hanger combination designed to meet your customers exact requirements. Each is "job-rated" to offer years of dependable service and trouble-free operation. Now is the time to check-through your R-W Catalog "warehouse" of "profit-plus" hardware specialties. Stock-up now with the many fast-moving standard items and keep in mind the many specialties that you will want to order on customer request. Remember your R-W Catalogs include everything from airplane hangar door hardware to vanishing door hardware . . . its your direct line to "extra profits."

QUALITY FEATURES

Track and hanger aprons finished in Gray Enamel specifically formulated for R-W to provide maximum resistance to rust and weather.

Heavy-duty construction used throughout R-W Hangers . . . available with roller or ball bearings . . . most offer both vertical and lateral adjustments plus many other important features.



Trucks on all R-W Hangers are cadmium plated at no extra charge . . . protects against rust and corrosion...

Track available in wide variety of types and sizes to meet specific job requirements.

Hangers available to carry doors of very light weight to doors weighing over one ton.

Write today for complete information . . . request your free copy of Catalog No. A-400.



Richards-Wilcox

MANUFACTURING COMPANY

A HANGER FOR ANY DOOR THAT SLIDES

336 W. THIRD ST. • AURORA, ILL. • Branches in all Principal Cities

the parking facility. Elected were three managers to employ architects, engineers, contractors, lawyers, etc., and to collect, hold, deposit and disburse funds of the venture."

A Joint Venture Agreement was prepared for 121 property owners to sign. A deadline was set. The last signature came in at 4:30 on the afternoon of the deadline.

The problem of warehouse space for Penney's was solved in a co-operative way. In one building just two doors from Penney's, the basement and upper floors were not in use. The owner of a building in between — Fowler Bros. furniture store — gave permission for a tunnel through the basement so that Penney's could have access to the new warehouse space. The tunnel was built and in operation in less than 40 days.

Dealers are hopeful that this downtown venture will increase their business at least 20 percent. They are pleased with the idea itself, Baker stated, and they hope the results will be just as good.

Early in March, a breakfast for the salesmen of all the stores was given, with pep talks. Now that the dealers themselves had made the

beautiful project possible, the salesmen were told they should keep the ball rolling.

Woodruff's did considerable remodeling, as did the other stores in the row on the Promenade. The backs of the stores now are as attractive as the front. The entrances on the Promenade have new display windows.

Some expansion of Woodruff's had been made possible. The store was able to lease space in what had been the Bus Terminal building for a service shop for power mowers, and the stock of power mowers was increased in anticipation of more sales. Now it was possible for anyone to park in the big lot next to the store and take a mower out to the car.

"We think the Promenade is a good thing," R. K. Blazier, Woodruff's hardware manager, stated. "We believe it will mean increased sales."

The Promenade can be used in spots too for displays of mowers and of other outdoor items. Even boat and automobile shows on the long wide concrete Promenade have been arranged.

A preview of things to come were several boats and cars being

shown at one end of the Promenade even before it had the formal opening in March.

Oklahoma Hdwe. Offers Monthly Ad Mat Service

AS A PROMOTIONAL aid, Oklahoma Hardware Co., of Oklahoma City, is offering its dealers a monthly ad mat service. E. B. Saul, manager - dealer aid service, announces.

Items of pulling power will be selected each month, and if used as is, the ad mat will be approximately 40" in size. The mat is made up in a manner that the dealer may delete an item and substitute another or add other items making a larger ad. A proof will accompany the mat to the dealer.

There will be a charge for this service of \$1.50. However, when the dealer runs a qualifying ad and sends a full page tear sheet of the ad to the company, the company will issue full credit for \$1.50. To qualify, six of the original items in the ad mat must be in the ad.



You, too, can make a BIGGER BUCK in 1960!

Sell GARDNER'S
"Prepared-For-Profit"
Line of ROOFING, FLOORING
and
WATERPROOFING COMPOUNDS

MORE Distributors sell MORE Dealers
MORE GARDNER PRODUCTS than any
other ROOFING COMPOUND LINE IN
THE ENTIRE SOUTH!... Dealers MAKE
MORE!... explains it best!

Write for our FREE BOOKLET
"ALUMINUM ROOF COATING—
Now you can BRIGHTEN your
sales... Reflecting BIGGER
PROFITS for you."



MANUFACTURED BY
Gardner

ASPHALT PRODUCTS CO.
812 RUBY ST., TAMPA, FLORIDA



CONSIDER THE MANY ADVANTAGES OF A BELT DRIVE AND BIG WHEELS IN THE HEAVY DUTY CLARK ROTARY MOWER

BIG WHEELS with ball bearings mean easy rolling on all types of terrain, banks included.

BELT DRIVE means no more bent crankshafts regardless of what you might hit. If your customer has a small yard, a school yard or an institution, there is a BELT DRIVEN CLARK ROTARY MOWER WITH BIG WHEELS TO DO HIS JOB BETTER AND EASIER.

MR. DEALER: WRITE FOR FRANCHISE INFORMATION TODAY.

CLARK MANUFACTURING CO.

PHONE BUTLER 9-4343

2468 MELVILLE AVE.

DECATUR, GA., U. S. A.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

MAY, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

MAY, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
City _____	Zone _____	State _____	

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & B., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

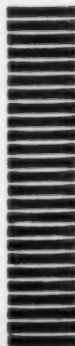
No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & B., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



CONVENTION DATES

National Events

Industrial Supply Convention, May 23-25, Conrad Hilton Hotel, Chicago. Sponsored by American Supply & Machinery Mfrs. Assn., W. B. Thomas, Hunter-Thomas Associates, 2130 Keith Bldg., Cleveland 15, business manager; National Industrial Distributors' Assn., 1900 Arch St., Philadelphia 3, Robert C. Fernley, executive secretary; Southern Industrial Distributors' Assn., 712 Volunteer Bldg., Atlanta, Ga., E. L. Pugh, secretary-treasurer.

National Hardware Show, October 10-14, Coliseum, New York City. Frank M. Yeager, managing director, 331 Madison Ave., New York 17, N. Y.

National Builders' Hardware Assn. Management Conference, May 2-6, Princeton, N. J. William F. Haswell, 515 Madison Ave., New York, N. Y., managing director.

National Housewares Exhibit, July 11-15, Atlantic City Convention Hall. Sponsored by the National Housewares Manufacturers' Assn., 1130 Merchandise Mart, Chicago 54; Dolph Zapfel, executive secretary.

National Retail Hardware Assn. Congress, July 10-14, Sheraton Hotel, Philadelphia. Sponsored by the National Retail Hardware Assn., 964 N. Pennsylvania St., Indianapolis 4, Ind.

Piedmont Hardware Co., Toy and Housewares Show, May 29-31 at company display room, 554 Craghead St., Danville, Va.

Texas Wholesale Hardware Assn., June 16-18, at Hilton Hotel, San Antonio; Howard Weddington, 1327 National City Bldg., Dallas 1, secretary-treasurer.

John Tarter & Co. Named to Handle Barco Line

THE BARCO Manufacturing Co. has named John Tarter & Co. as sales representatives in Texas, Louisiana, Oklahoma, and Arkansas for Barco's line of lawn and garden spraying equipment. The announcement was made recently by George Packard, the firm's president.

John O. Doxsee Forms New Partnership

JOHN O. DOXSEE of The John O. Doxsee Co., manufacturers' representative of Kansas City, Mo., announces a new partnership formed on March 1.

The new member of the firm, Wes Brient, was formerly national sales manager of The Commercial Products Division of O. A. Sutton Corp. and vice-president of Vornado Distributing Co.

The firm will represent manufacturers of electrical, housewares, and hardware products in the states of Missouri, Kansas, Nebraska, and Iowa.

John O. Doxsee was formerly vice-president of The Bert J. Clark Co. and is a part president of The Kansas City Housewares Club.

A Full-Functioning Wholesaler Speaks Out

(Continued from page 53)

taining 12 items from the "Sizzler". The mat can be used as furnished, or cut up into segments for making up several ads. A charge of \$1.50 is made for the ad-mat, but is refunded in full, if the dealer submits tear sheets, indicating that at least six of the items have been advertised. Dealers can accumulate an ad-mat supply from this monthly service free by saving them, after advertising.

We supply eye-catching, colorful Store Trim Display Kits, and other point-of-sale pieces for each type of promotion, to enable the dealer to give his store a "Sale or Festive" atmosphere, and carry out the theme of the promotion.

Counseling Service

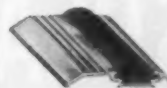
We provide a management counselling service to assist our customers with their problems of management, their method of accounting, their financing, and their problems of merchandising. We give them assistance in the collection of difficult transportation claims, when this is needed.

We hold two markets each year, in addition to participating in the retailers' annual conventions in the area we serve. These are our spring and fall merchandise markets, held at a hotel. Our "out-of-pocket" cost for staging such a market varies from 4% to 5%. Our markets are held over to a two-day period — Sunday and

It's easy to sell

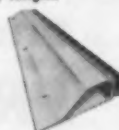
NATIONAL Weatherstrip PRODUCTS

Because they're conveniently packaged, easy to install, are made of the finest materials, and are priced for fast turnover. Place a sample order today and you'll soon learn they're real money-makers.



VINYL-INSERT THRESHOLDS—No exposed screws, no hook strips. 3 widths (1 1/2", 3 1/2", 4")—any length.

TWO-IN-ONE WEATHER-STRIP—A doorstep-weatherstrip combination for windows or doors. Comes in 7' lengths.



PACKAGED WEATHER-STRIP—Bronze and aluminum—in standard sizes or 17' and 100' rolls.

SEALER-STRIP—Metal and felt weatherstripping. 17' of material in each box.



INTERLOCK THRESHOLDS, SILLS, SADDLES—Wide range of designs—all pre-cut ready for installation.

LINOLEUM BINDING AND EDGING—Brass, aluminum or stainless steel—in clear plastic packages (12'), or 75' lengths.



"CASE-TITE" SNAP-ON WEATHERSTRIP—For metal casements. No nails or screws needed. Comes in 6' lengths (bulk) or in cut sets.

METAL AND FELT DOOR SWEEPS—Choice of materials—3 metals, 2 colors, 2 felts.



ORDER FROM YOUR JOBBER TODAY OR WRITE FOR CATALOG



National Metal Products Co.
2 Gateway Center, Pittsburgh 22, Pa.

Monday—with about 75% of our attendance on the first day.

We also conduct product knowledge sessions periodically for the benefit of both our customers and our salesmen. (These product knowledge sessions are regional in scope).

We offer a free store planning service to help guide our customers in improving the merchandising effectiveness of their stores. This service includes an on-the-spot study of the store, a floor plan laid out by our dealer service manager, and his recommen-

dation for either refurbishing the store, remodeling and re-arranging his fixtures, or complete re-fixturing, depending upon its condition,—including the selection of a color scheme. We custom design and build beautiful store fixtures, which we furnish and install without adding a profit, as an added service to our customers.

It makes no difference how effective a dealer assistance program you develop, how complete it is, or how beneficial,—it still must be sold. Retailers must be

convinced your program will pay off, and is developed for their benefit,—not yours!

Most of us, in my opinion, need to do a better job of public relations, a better job of publicity to our customers, our suppliers, and even to our own personnel.

A full function wholesaler, if he performs the functions, has a lot to talk about, but he doesn't do it. A more complete and effective "selling" job — publicity that is — would be extremely beneficial.

Well, we're doing more of it. We are giving more attention to publicizing some of the things we do, and you'll be reading more about our programs, markets, and broadsides in the trade journals in the future than you have in the past, because we've made it someone's responsibility.

Our salesmen make most of the initial contacts to help his customers with their merchandising and promotional needs. Then, when assistance is needed, it is provided by either our dealer service manager, or our director of sales. We use the projector and the slides you have seen here today, to show fixturing installations, and a series of flip-charts to outline other phases of our program.

There will always be a place, and a need, for an efficiently operated wholesaler. Too much has been said about the liquidation or merging of a few hardware wholesalers. It's been entirely out of proportion because two or three were large and well-known concerns. Little has been said about the constant change among well known names in the ranks of manufacturers, which in itself is quite noticeable. Contrary to popular belief, because of publicity given to changes among wholesalers—there are substantially more members among the trade associations today than there were either in 1940 or 1950, and the industry overall is bigger and stronger than ever.

The full function hardware wholesaler performs a vital service . . . an essential function that is beneficial to the manufacturer, the retailer—and, most important, a valuable service in the public interest. Let's start this decade on the promise that the wholesale hardware business can be better—and work toward that end. The Sixties will "Sizzle" for the wholesaler that is efficient, and provides the retailer with good service, and an effective, hard-hitting program.

DISPLAY

and See PROFITS

Walk In!



For there's an active and stable market for Gold Medal Seine Twines. Made in Cotton, Continuous Filament Nylon and Nyak . . . famous among fishermen for everything wanted in a seine twine: great strength, uniformity, and workability. Attractively packaged for effective display.



COMING UP FAST!

NYAK Seine Twine offers all the big advantages of Nylon at a saving.

Order From Your Jobber



THE LINEN THREAD CO., INC.

BLUE MOUNTAIN, ALABAMA

Makers of Quality Twines Since 1784

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 69

7-Reel Chain Merchandiser

A tubular Chain Merchandiser requiring less than two square feet of floor space and holding four full reels of chain or equivalent in one-half or one-third reels is announced by Hodell Chain Co., East 40th & Cooper Ave., Cleveland 3, Ohio.



The 7-Reel Assortment illustrated has a retail value of \$201.25 when sold at suggested price per foot. Dealer cost is \$100.61; dealer profit, \$100.64.

Individual chain refill reels are available through the dealer's wholesaler. For more information—

Write in No. A1 on card, Pg. 69

Hose Accessories

H. B. Sherman Manufacturing Co., 22 Barney St., Battle Creek, Mich., announces that its Shopper-Stopper Vu-Pac Merchandiser and Display has everything needed to set up a well-stocked hose accessory department.

The unit comes in heavy gold tone wire and is 25" x 15" x 15". Included with the Shopper-Stopper is a special "Handy Hose Size Guide" which attaches firmly to the top of the rack. Customers can use the Handy Guide



to check inside and outside diameter of hose to determine correct coupling or mender to be selected.

The Shopper-Stopper comes assembled. For more information—

Write in No. A2 on card, Pg. 69

Twist Lock Power Tools

Two new displays for Shopmate Twist Lock Power Tools are offered by Portable Electric Tools, 320 West 83rd St., Chicago 20, Ill.

The "complete" display, Model



ADS-37, shown, features the Shopmate 740-CG (1/4)" Drill which powers all attachments, Horizontal Drill Stand, Oscillating Sander, Circular Saw, Jig Saw, and Hedge Trimmer. The complete unit package is the UP-24, \$44.70. This is a solid Masonite folding display, finished in four colors.

The other display, Model ADS-41, features the 740-CG 1/4" Drill, Oscillating Sander, Circular Saw, Jig Saw, and Horizontal Drill Stand. A "see-through" display, the complete merchandising package is UP-34, \$35.64. For more information—

Write in No. A3 on card, Pg. 69

Toy Display Cartons

Colorful Mirro toy display cartons are being offered for rack merchandising by the Mirro Aluminum Co., Manitowoc, Wis. The display car-



tons, with cartoon-type illustrations, feature Mylar show windows for greater point-of-purchase appeal. Toys remain clean, free of finger-
(Continued on page 76)

marks and dust.

Toy packages include a muffin set with mixing bowl, white cake mix, and muffin pan; bake set with toy mixing bowl, layer cake pan, and muffin pan; a coffee pot set with coffee pot, plate, saucer, cup and spoon; a cookie set with cookie sheet, four animal cookie cutters and cookie mix; a serving set with plate, saucer, cup, napkin, knife and fork; and a fry set with fry pan, measuring spoon, oblong cake pan, cake turner, and egg whip.

Retail prices range from 39 cents to 69 cents. A space-saving display rack is offered free to dealers purchasing a selected assortment of toy sets. For more information—

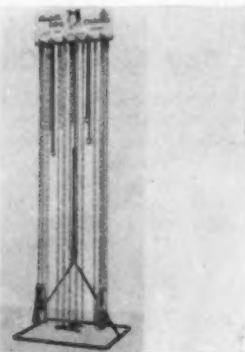
Write in No. A4 on card, Pg. 69

Dog Chain Merchandiser

A colorful Dog Chain Merchandiser is offered by Hodell Chain Co., East 40th & Cooper Ave., Cleveland 3, Ohio. The merchandiser stand is furnished with a balanced 36-piece starter stock assortment of fast-selling brightly-plated dog leads, choke chain collars, and exerciser chains. Dealer cost is \$25.65; retail value of assortment is \$38.40; dealer profit, \$12.75.

Refill units of each item are available through the dealer's wholesaler.

The stand has a 3-color sign, is



well-balanced and sturdy, and requires only 15" x 18" floor space, 67" high. For more information—

Write in No. A5 on card, Pg. 69

PRINTED HELPS and other sales aids

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter dis-

plays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc., a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. A6 on card, Pg. 69

Columbus Plastic Products, Inc., Columbus, Ohio, offers a series of ad material for 1960 to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

Write in No. A7 on card, Pg. 69

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic form products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. A8 on card, Pg. 69

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 3/4" high with a 9" diameter base. For more information—

Write in No. A9 on card, Pg. 69

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 1/4", 3/8", and 1/2" dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 1/2". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack

25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope 1/4", 3/8", 1/2" diameters; or High Tenacity Polyethylene Rope, 1/4" and 3/8" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—

Write in No. A10 on card, Pg. 69

Stanley Hardware, division of The Stanley Works of New Britain, Conn., has developed a Hardware Center for the retailer which offers basic stock selection, positive inventory control, and organized visual display. A total of 174 fast-selling items were selected and mass merchandised in 22 product related groups. The basic selection is compatible with the NRHA Turn-over Handbook. All items are visually packaged. Wire display racks organize the products into related groups. Group header signs identify each product group. Inventory control cards are supplied for visual stock control. A merchandising manual, installation instructions, and complete promotion kit are supplied with the sale of any 11 groups. For more information—

Write in No. A11 on card, Pg. 69

Parker Sweeper Co., Springfield, Ohio, offers dealers and distributors free of charge a wide range of promotional material including catalog sheets, envelope stuffers, and window banners. Also free newspaper mats and radio script and TV films are available for use under Parker's 50-50 cooperative advertising plan. For more information—

Write in No. A12 on card, Pg. 69

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. A13 on card, Pg. 69

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: circular on home and garden equipment line; 8 1/2" x 11"

Dixie Trading Company

MANUFACTURERS • IMPORTERS • DISTRIBUTORS

188 Garnett Street, S.W.

Phone Jackson 3-6562

Atlanta 3, Georgia

COMPETITIVE QUALITY CANVAS FOLDING COTS



No. 40-W "Standard". High-grade hardwood. Center legs metal reinforced. 10 oz. Specially woven, balanced strength, white duck covers. Size 25" x 72" x 15½" Wgt. approx. 14 lbs., 4 per carton.

F.O.B. Factory
Ft. Smith, Ark.

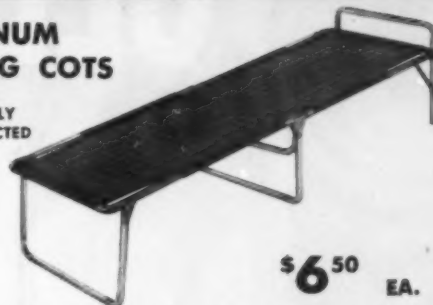
\$3.20

F.O.B.
Atlanta

\$3.50

ALUMINUM FOLDING COTS

EXCEPTIONALLY
WELL-CONSTRUCTED



\$6.50 EA.

No. 196. Durable aluminum tubing. Size 26" x 72", "Velon" Saron plaid covers. Pkg'd 6 per carton. Carton weight—43 lbs.

SUPERIOR QUALITY CANVAS FOLDING COTS



No. 50-OD "Superior" cots, all legs metal reinforced. 10 oz. Specially-woven, balanced-strength olive drab duck covers. Size 25" x 77" x 15½". Weight approx. 16 lbs. 4 per carton.

F.O.B. Factory
Ft. Smith, Ark.

\$4.20

F.O.B.
Atlanta

\$4.50

JUVENILE CANVAS FOLDING COTS



ALL WOOD PARTS GUARANTEED

F.O.B. Factory
Ft. Smith, Ark.

\$2.60

F.O.B.
Atlanta

\$2.85

No. 136 "JUVENILE" cots. Both legs metal-reinforced. Size 25" x 56" x 15½". Weight approx. 10 lbs. 12 per carton. Excellent for nurseries. One-piece side rails. No end sticks. Easy to put up and handle. 10 oz. white duck covers.

QUILTED COT PADS



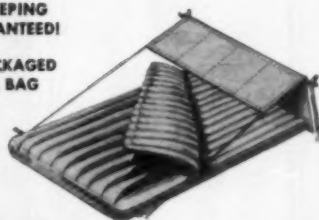
\$2.20 EA.

No. 510-C. Excellent quality new cotton felt filling. Weight 5 lbs.

SLEEPING BAGS

EVERY SLEEPING
BAG GUARANTEED!

INDIV. PACKAGED
IN POLY. BAG



No. 202 "JUPITER" Cut size 36" x 72". Insulated with "Acetex," fine blend of cotton felt and synthetic fibres. Zipper ½ length of bag. Rubberized bottoms. Water-repellent canopy.

\$5.00 EA.

No. 507K "SLEEPAIRE" Cut size 36" x 74". Insulated with a blend of synthetic fibres. Rubberized O.D. bottoms. Water-repellent canopy. O.D. balloon cloth shells. Wgt. approx. 6½ lbs. 100% Nylon or Kashe flannel linings. Zippers full length of bag, and half-way across bottom.

\$7.20 EA.

No. 7042 "TRIO" Cut size 36" x 74". Insulated with blend of Nylon and other synthetic fibres. Rubberized bottoms. Water-repellent canopy. Lined with Nylon or Kashe flannel, cross-stitched. Wgt. approx. 7 lbs. Zipper full length of bag, and half-way across bottom.

\$7.20 EA.

PLASTIC AIR MATTRESSES



\$1.85 EA.

No. 230 with pillow, approx. 26" x 72". Indiv. pkgd. in poly. bag. Colors: red/blue, red/yellow, blue/yellow. O.D.

RUBBER-COATED AIR MATTRESSES



\$4.00 EA.

No. AM-2972. With pillow. Approx. 29" x 72". Five tubes. Concealed brass valves. Satinized finish. Asst. colors. Indiv. pkgd. in poly. bags. Guaranteed.

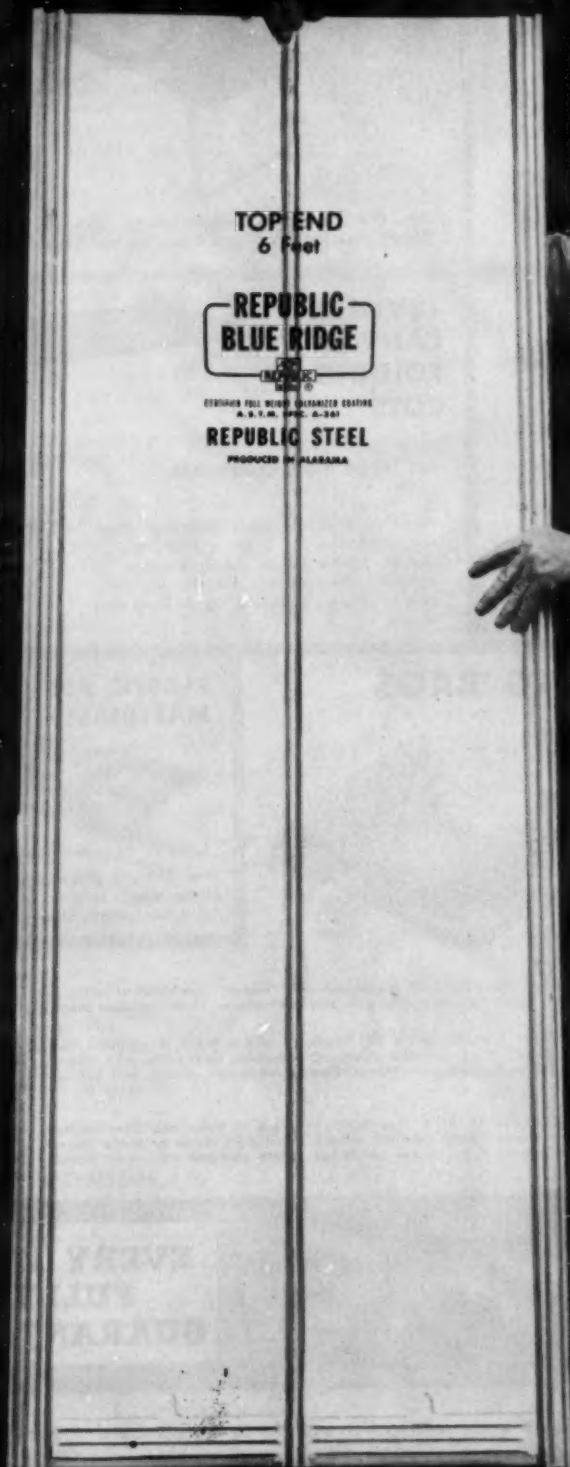
TERMS:

NET 30 DAYS:
(on Approved Credit)

DITRACO
GUARANTEED QUALITY
188 GARNETT ST. S.W. ATLANTA 3, GA.

**EVERY ITEM
FULLY
GUARANTEED**

SELL THIS ONE.



TOP END
6 Feet

REPUBLIC
BLUE RIDGE

STANDARD FULL WEIGHT GALVANIZED COATING
A. S. I. M. SPEC. A-36

REPUBLIC STEEL
PRODUCED IN ALABAMA

... and get more repeat sales

Repeat sales are the key to bigger profits. Important to you, then, to stock and sell Republic BLUE RIDGE Steel Roofing, the roofing that's repeat-sales proved . . . because it's customer approved.

Reason: Leading farmers know and respect Republic's reputation for quality farm products. They buy BLUE RIDGE . . . like the way it goes on flat and tight, like the way it stands up to the most severe weather. Result: When more roofing is needed they ask for BLUE RIDGE.

Get the complete story on Republic BLUE RIDGE Roofing and the many repeat-sales advantages it offers you. Call your Republic Distributor. He's listed in the Yellow Pages under HARDWARE WHOLESALE.



REPUBLIC STEEL

Quality Supplies . . . Quality Suppliers

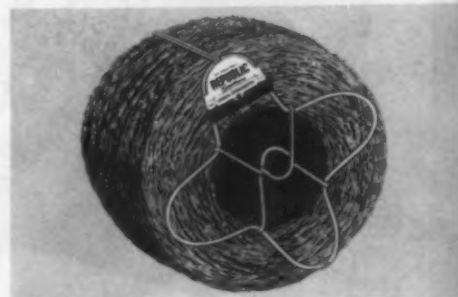
SOUTHERN FENCE



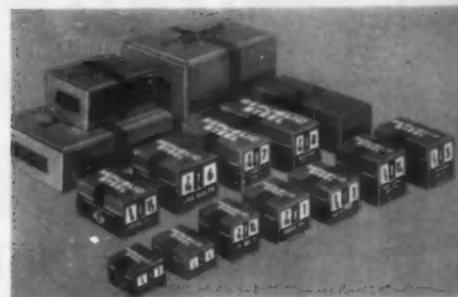
NAILS



PLASTIC PIPE



BARBED WIRE



BOLTS AND NUTS



This STEELMARK of The American Steel Industry indicates that a product is made of steel. Look for it on the products you buy.

REPUBLIC STEEL CORPORATION

DEPT. 5H-9598

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send me information on:

- | | |
|---|--|
| <input type="checkbox"/> BLUE RIDGE Roofing | <input type="checkbox"/> 13 1/4 Gage High Strength |
| <input type="checkbox"/> Woven Wire Fence | <input type="checkbox"/> Barbed Wire |
| <input type="checkbox"/> Nails and Staples | <input type="checkbox"/> Bolts and Nuts |
| <input type="checkbox"/> Plastic Pipe | |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

**NOW, for the
first time
anywhere**

**WESSEL
PIONEERS
with long-wanted**

REPLACEMENT GYM SWING BEARINGS

**FOR THE 18 MILLION PLAY
SWINGS THAT NEED THEM NOW**

At least 18 million of the 28 million play swings now in use need replacement bearings—for SAFETY! • Since their introduction last year, the phenomenal sales success of WESSEL ball bearing gym swing sets proves that families everywhere want to replace dangerous, rusty hangers!

All around you . . . where ever swing-age children live . . . ready, PROFITABLE sales—extra profits—await you. Just show WESSEL gym swing ball bearings on your counter; display the sales-making window banner that comes in every carton; you'll sell WESSEL Gym Swing Bearings fast.

Wessel ball bearing gym swing sets are attractively skin packed on handsome, colorful pre-priced cards for self-service impulse buying. Two styles available. The #809 comes with thru-bolt and fastening cap. Both easily, quickly installed—both zinc plated to resist weather.

Stock both styles NOW for spring and summer sales. Call your jobber, or write to

WESSEL HARDWARE CORP.
919-931 N. 5th St., Philadelphia 23, Pa.

In Canada: Geo. S. Hall Co. 25 Grenville St., Toronto 1. Export: Hall & Reis, Inc., 145 Broadway, New York 6

**WESSEL
HARDWARE**

page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. A14 on card. Pg. 69

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. A15 on card. Pg. 69

Bridgeport Fabrics, Inc., Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures 8½" x 17" and is black, yellow, and white. For more information—

Write in No. A16 on card. Pg. 69

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. A17 on card. Pg. 69

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information—

Write in No. A18 on card. Pg. 69

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers new complete sales programs for wholesale distributors on Hoosier Tarpaulins, Tents, and Boat Covers. These sales programs include the suggested stock of the fastest selling sizes or models and complete advertising, sales promotion and selling aids including miniature tarpaulins and tents, wall display posters, signs, newspaper ad mats, self-mailer envelope stuffer brochures, list price selling catalogs, individual display cartons, inventory control cards, and glossy photos. For more information—

Write in No. A19 on card. Pg. 69

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14

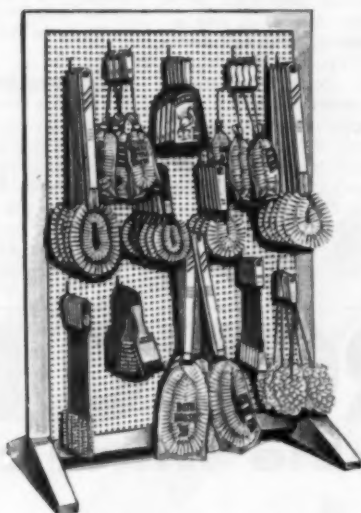


HAE-WH870-159

WRIGHT-BERNET *means* BRUSHES

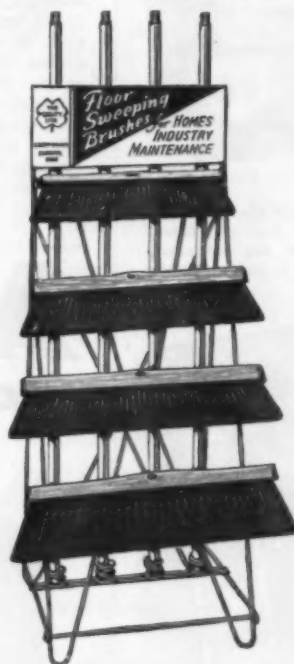


*For every cleaning need!
It's the RIGHT brush if
it's a WRIGHT-BERNET brush.*

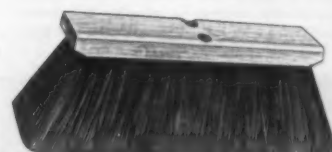


No. 1750 PROFIT-PAK
Household Brush Display

No. 24 PROFIT-PAK
Floor Brush Display



You can be sure of a
Profit-Packed turnover
with the PROFIT-PAK displays



WRIGHT-BERNET, INC.
1524 Bender Ave., HAMILTON, OHIO

DON'T FORGET —

If it's Brushes! — "Wright-Bernet"

NEW!

SABER SAW BLADE DISPLAY CARDS

Finest quality Whiz-Saw blades are plastic sealed on attractive display cards that can be hung in traffic areas. These cards are just what you need to meet the steady demand for replacement blades. The blades are color coded for coarse, medium, fine and metal cutting and will fit every major-make saber saw on the market.



G-57 CARD (5 x 7)

Holds 5 finest quality steel blades... all filed and set for fast, clean cut. Color coded for coarse, medium, fine and metal cutting. Suggested retail \$1.98. Packed 25 cards per box.



SERIES G CARD (3 x 6)

Holds 2 Whiz-Saw blades. Color coded. Blades are sealed in plastic. Suggested retail price \$0.79. Packed 25 cards per box.

Send for new catalog today

BUY FORSBERG TIME TESTED TOOLS
AND BE SURE

Forsberg

THE FORSBERG MFG. CO., BPT., CONN.

Representatives:

John C. Swygert & Assoc., Inc., 3634 N.W.
47th Street, Miami 42, Florida; H. A. Varner
Assoc., 1601 Cranway Drive, Houston 24,
Texas; Mr. R. E. Cox, 5930 Mockingbird Lane,
Dallas 6, Texas.

inches of space. A clear cover highlights the high speed drills which are held in support holes that serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. A20 on card, Pg. 69

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, redesigned to load from front, incorporates handy chain end holders and new cutter. Requires less than two square feet of floor space. It has a blue and yellow baked finish and five accessory bins at top, is 53 3/4" high, 20 1/4" inside, 21 1/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10, 15' and 20' lengths; 5/16" chain in

10 and 15' lengths. For more information—

Write in No. A21 on card, Pg. 69

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. A22 on card, Pg. 69

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. A23 on card, Pg. 69

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head

ARCTIC BOY

portable water coolers



COLD WATER is a HOT item!

If it's not cold, it's not drinking water! That's your big selling point in ARCTIC BOY portable water coolers... they keep water refreshingly cold and sparkling clear. Here's why:

- Inset of HOT DIPPED galvanized or stainless steel
- Sparkleen plastic liner is non-toxic, prevents corrosion
- Large opening—easy to ice and clean
- Extra large insulation space
- Popular 2, 3, 5, 10 and 15 gallon sizes

Send for free booklet "Care and Use of Your Cooler." Write Dept. H-33

SCHLUETER MFG. CO.
ST. LOUIS 7, MO.



NEW

CUSTOMERS!

SALES!

Sell the autoloading shotgun demanded by shooters who put performance first...

THE FEATHERWEIGHT

REMINGTON

Model 878

"Automaster"

AVAILABLE ONLY IN
12 GAUGE, A GRADE
WITH PLAIN BARREL.
3-SHOT AUTOLOADING.

RETAIL PRICE
\$114⁹⁵*

9 MILLION readers
now being pre-sold
on Model 878 by ads
in 10 top shooter-
market magazines

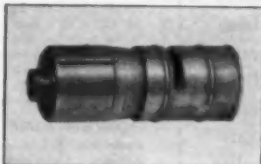
New Model 878 is engineered to sell to the big market of shotgunners who would rather pay for a gun's fancy shooting than for its fancy looks. Every remarkable feature of the "Automaster" has been designed to add greater performance... and it all adds up to a real dollar getter.

You can talk at length about the amazing Power-Piston that automatically adjusts for loads... about the exclusive "Power-Matic" action that lessens recoil effect, or about the interchangeable barrels—all are terrific sales features.

For all its ruggedness, the Model 878 offers quality eye appeal in its clean, uncluttered lines and in its fine American walnut stock. And, of course, it is backed by the famous "Remington" name. Order it today and listen to that cash register ring!



LOOK AT ALL THESE EASY-TO-SELL FEATURES!



Self-Adjusting Power-Piston handles all types of standard-length loads. (The mechanism automatically selects the right amount of gas from the load to work the action. The gas doesn't bleed off until the shot has left the barrel, ensuring full power behind the shot column and a clean gun.)



Supreme Dependability. The "Automaster" is precision built for flawless performance. High-speed-camera photographs of the cycle of operation show the moving parts are perfectly synchronized. These and other laboratory tests prove Model 878 the most trouble-free gas-operated shotgun ever built.



Quick-Change Barrels and Easy Take-Down. Model 878 barrels are interchangeable without too far desired choke and barrel length. All you do is unscrew the magazine cap and lift off the barrel. The trigger assembly comes out as a unit with the removal of two pins.

Remington



"Power-Matic" is Reg. U.S. Pat. Off. and "Automaster" is a trademark of Remington Arms Company, Inc., Bridgeport 2, Conn. In Canada: Remington Arms of Canada Limited, 36 Queen Elizabeth Blvd., Toronto, Ont.

*Price subject to change without notice.

styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. A24 on card, Pg. 69

Carolina Washboard Co., Raleigh, N. C., offers a plastic display which contains: 11 doz. Carolina Floats, assorted 1 doz. #3 Floats and 2 doz. of each of the other five sizes. Price: \$13.30. For more information—

Write in No. A25 on card, Pg. 69

Molly Corp., Reading, Pa., has available for dealers: Metal merchandiser #612 containing 600 screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; cardboard display #225 containing 225 jack nuts; screw anchors, jack nuts, and picture hooks on individual cards for self-service use or Pegboard display; 2-color leaflets on screw anchors, jack nuts, utility plugs, hi-speed installers; 3-color, 21" by 9" window streamer featuring screw anchors; and newspaper mats. For more information—

Write in No. A26 on card, Pg. 69

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store ban-

ners and streamers, point-of-sale materials, and colorful handle cards. In addition, a strong local advertising program including 50-50 cooperative advertising is offered. For more information—

Write in No. A27 on card, Pg. 69

Weber Tackle Co., Stevens Point, Wis., offers a wide variety of permanent metal displays in addition to many sturdy display panels of heavy cardboard. All are furnished free with standard assortments of tackle items and a number of them may be purchased empty at a nominal cost. The Perma-Pak Crawler rack displays nine dozen 6" crawlers in assorted colors, three crawlers in each of the 36 aluminum trays with plastic sleeves (Assortment No. LC9). The No. RRM "Squirrel Cage" revolving rack has a screen of 1/4" wire mesh on five sides; capacity one to three gross of spoons, spinning lures, etc. Stren level leader packs and knotless tapered leaders are displayed in a six - dozen metal unit available through Weber, one of the 10 authorized Stren agents. Metal displays for flies, loose hooks, treble hooks, snelled hooks and many other tackle items continue to be available. For more information—

Write in No. A28 on card, Pg. 69

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo.,

offers to dealers without charge mailing pieces and ad mats on all mower models. A new commercial line of mowers has been added to the 1960 line. For more information—

Write in No. A29 on card, Pg. 69

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., offers five assortments with colorful display plates which have a 3-way display. They may be displayed on the counter with the installed free standing legs, hung on 1/4" or 1/8" perforated board, or affixed permanently to wall or counter with screws furnished. These assortments contain Turnbuckles, machine threaded Eye Bolts, Lag Screw Threaded Eye Bolts, "S" Hooks, and "U" Bolts. For more information—

Write in No. A30 on card, Pg. 69

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12 and 16 panels are available at low cost. Crescent recently added a series of 18 fixtures for mounting on Peg-

Look again...they've got it!

JOHNSON

AIR COMPRESSORS

More air volume...per pound pressure...per HP per \$

These compressors actually outperform many larger units, yet you can offer them at prices which produce sales and a substantial margin for you. Johnson, with 75 years of experience in building precision pneumatic equipment, knows how to combine really high quality with realistically low cost. You'll make money handling this line of performance-proved compressors.

Dealer Discount 30%

Immediate Delivery from Distributors' Stocks

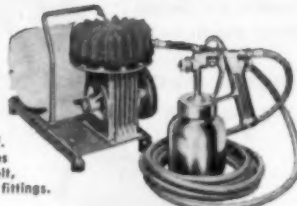


JOHNSON SERVICE COMPANY COMPRESSOR DIVISION
MILWAUKEE 1, WISCONSIN

C-132

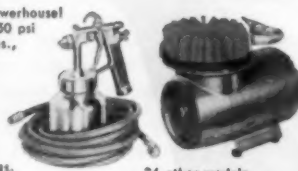
RED HEAD

Model No. 1550
(less motor).
Delivers 3.5 cfm clean,
oil-free air and 50 psi,
yet weighs under 30 lbs.
14" x 8" x 10". Uses any
1/4 hp or larger motor,
engine, or power take-off.
Complete package includes
compressor, pulleys, V-belt,
sprayer, hose, tire chuck, fittings.



POWER AIRE

Model No. 105. A powerhouse!
Delivers 3.5 cfm and 30 psi
but weighs only 23 lbs.,
including 1/2 hp GE
direct-drive motor.
Ultra-compact.
11 1/2" x 6 1/4" x 10".
Complete package
includes motor,
compressor, sprayer,
hose, tire chuck, fittings.



36 other models.
Complete line of accessories
available.

board. Each fixture comes with a small assortment of tools at the cost of tools only. For more information—
Write in No. A31 on card, Pg. 69

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—
Write in No. A32 on card, Pg. 69

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—
Write in No. A33 on card, Pg. 69

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of three cents each. For more information—
Write in No. A34 on card, Pg. 69

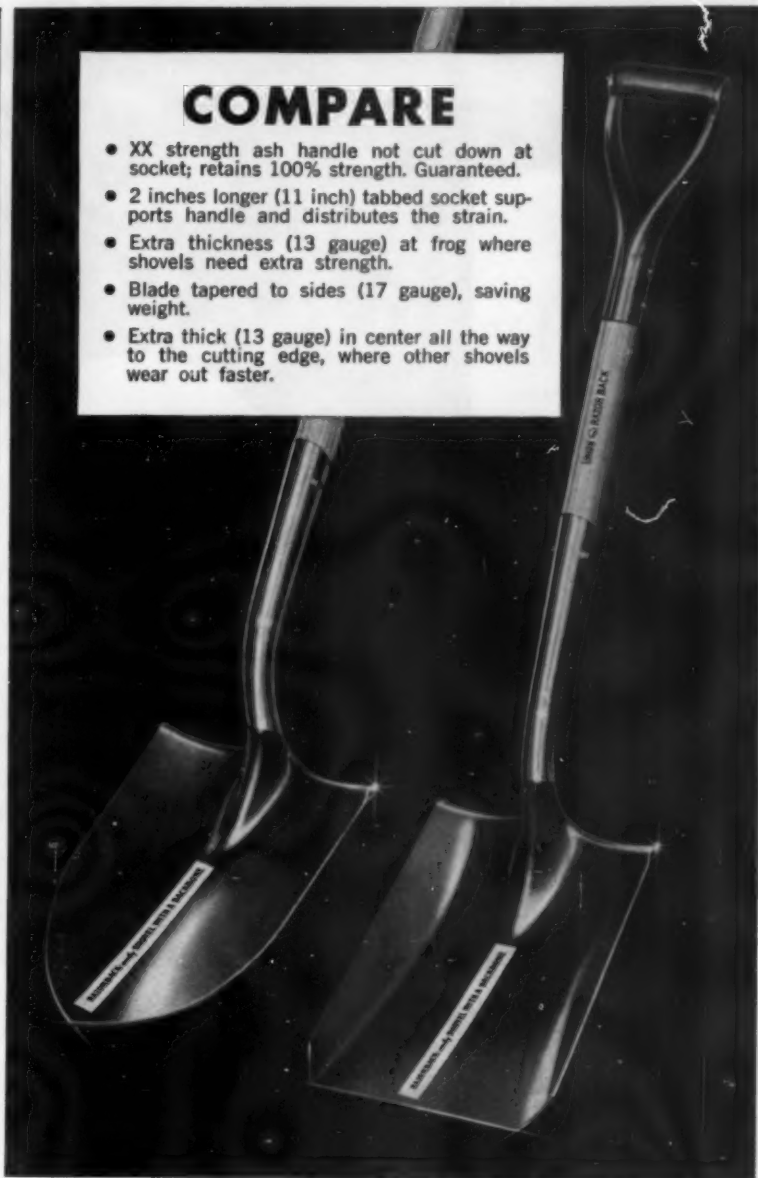
Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight cross-point). Packed one to a carton. For more information—
Write in No. A35 on card, Pg. 69

The Yale & Towne Manufacturing Co., White Plains, N. Y. provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—
Write in No. A36 on card, Pg. 69

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotion items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to deal-

COMPARE

- XX strength ash handle not cut down at socket; retains 100% strength. Guaranteed.
- 2 inches longer (11 inch) tabbed socket supports handle and distributes the strain.
- Extra thickness (13 gauge) at frog where shovels need extra strength.
- Blade tapered to sides (17 gauge), saving weight.
- Extra thick (13 gauge) in center all the way to the cutting edge, where other shovels wear out faster.



**You don't have to ask \$550 to \$600
for the top grade when you sell**

RAZOR-BACK®

The only shovel forged with an extra thick backbone clear down to the cutting edge, RAZOR-BACK undersells by at least a dollar any premium grade shovel that even approaches it in strength. Shovels that compete with RAZOR-BACK in price are not built to do its work. Sell the RAZOR-BACK. It pays you your full profit; it guarantees your customers more service for their money than any other shovel on the market. You need stock only 4 patterns for 90% of your business. Speeds turnover. Order from your wholesaler.

THE UNION FORK & HOE COMPANY • Columbus 15, Ohio
Makers of Green Thumb Lawn and Garden Tools

LOF

GLASS



**WHEN YOU REORDER
SPECIFY L·O·F**

take advantage of this high-powered merchandising for extra spring profits!

you sell **MORE** when you show the glass **LABEL** people know!



Easier to cut! 28 out of 30 hardware and lumber dealers picked L·O·F as easiest to cut.



Easiest to merchandise! A book full of glass selling ideas, backed by hard-punching store and mailing pieces, professionally prepared for you to use.



Easiest to sell! Less resistance — more sales reminders. People know L·O·F and its reputation for highest quality.

Extra spring fix-up profits with L·O·F window glass. Easiest to cut! Easiest to display! Easiest to sell!

Remind your customers that you stock L·O·F! It's a golden chance to get the extra big glass sales and profits you ought to make!

Just get that famous L·O·F glass label out of your basement or back room — to your selling floor. Remind customers with hard-hitting L·O·F merchandising and selling helps. Then watch sales climb in your high profit window glass department!

And they should! You start with America's best known glass label — in clear sight on every sheet. Cuts easiest of all, avoids waste. And L·O·F is easier to store and to handle, thanks to the space-thrifty, exclusive new L·O·F window glass box.

All this plus terrific sales helps. Banners, mailing pieces, window and counter displays, and ad mats. Everything you need.

PLUS — this free book, to help you make the most out of your glass department. Stuffed, crammed with ideas and knowledge! Tear out the coupon — mail it in fast. Be set for the spring cleaning rush — backed by L·O·F!



LIBBEY • OWENS • FORD

a Great Name in Glass

Get your glass department on your selling floor! Send for free book that tells you how!

Dept. 7250

Libbey-Owens-Ford Glass Co.

811 Madison Ave., Toledo 3, Ohio

Please send me a copy of "For Greater Profits".

Name _____
(please print)

Street _____

City _____ Zone _____ State _____

**YOU CAN FORGET
YOUR COMPETITION
WHEN YOU SELL**



**... the mower line that
CHALLENGES
COMPARISON**



SELF-PROPELLED

All the Lawnflite features that proved so popular last year — plus the exclusive, positive Syncro-Mesh Drive and Air-Flo Shield.

RIDING MOWERS

With these new Lawnflite models, you can "cash in" on the big demand for riding mowers. They're tops in engineering, styling, construction and value.



PUSH TYPE

These are the famous mowers that established such phenomenal sales records in 1959. Each is a leader in its price class.



**IT'S EASIER TO SELL THE
Lawnflite LINE
THAN TO SELL AGAINST IT**

MODERN TOOL & DIE CO.

5389 West 130th St. • Cleveland 11, Ohio

ers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. A37 on card, Pg. 69

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. A38 on card, Pg. 69

American Bilrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite and Boston Garden Hose and Sprinklers. In addition to a metal display rack on casters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. A39 on card, Pg. 69

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. A40 on card, Pg. 69

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. A41 on card, Pg. 69

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the new 32" Quad Cut mower and trimmer for 1960. For more information—

Write in No. A42 on card, Pg. 69

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers consumer stuffers for enclosure with mailings or counter use; a consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats. For more information—

Write in No. A43 on card, Pg. 69

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include #31 which is designed as a permanent display. The 31 different pliers are fastened on the board which is 34" plywood, measuring 24" x 30". Display boards #69, #96, and #93, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. A new program includes peg board displays available in 12" x 24" and 24" x 24" panels both dispensing and permanent type of displays which can be made up in 48 different assortments or in special assortments according to the distributor's wishes. These panels can be hung up,



**FOR
SPORTSMAN • CAMPER
FARMER • RANCHER
LOGGER**

Available in:

3 MATERIALS
ALUMINUM • POLYETHYLENE
GALVANIZED STEEL

7 CAPACITIES
1 QUART TO 2 GALLONS

14 MODELS

**CONVENTIONAL
ROUND TYPE**

2, 4, 6, and
8 quart capacities.
Blanket covered,
heavy web shoulder
strap, safety
chained cap.



Write for **FREE Illustrated Catalog**
and Prices
A Canteen To Suit Every Need



M. E. SHAW & SONS
2526 DALY STREET, LOS ANGELES 31, CALIF.

Wallrite®

Famous For Quality, Durability and Economy

Now Brings You Polypack and Reverse Rolled Pattern

Yes, the Wallrite experts of design and craftsmanship again bring you a sales increasing "first" with the new Polypack and Reverse Rolled Pattern.

Polypack, Wallrite's new plastic wrapper, affords excellent protection in shipping and in keeping the product clean. The Reverse Rolled Pattern allows the buyer the proper view of the product . . . the pattern side . . . the selling side.

Let Wallrite's new Polypack and Reverse Rolled Pattern win more sales (and increased profits) for you. Call your Wallrite representative today.

The new Polypack Wallrite arrives at Helena, Arkansas. On hand to open their first car of merchandise are, left to right, T. G. Miller, President of Southern Hardware Company; Russell A. Johnson, Vice President, and J. C. Polk, Assistant Buyer.

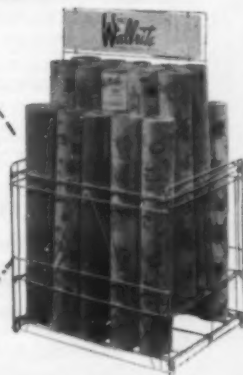


Looking over the shipment of the New Polypack Wallrite is W. M. Anderson, Jr., President of F. C. Stearns Hardware, Inc., Hot Springs, Arkansas. On the right is Robert Moore, Special Representative of Wallrite.

FREE
1960 WALLRITE DISPLAY RACK
With the Purchase of
50 Rolls or more of WALLRITE

All WALLRITE dealers are now being offered this handsome display rack free of charge with the purchase of 50 rolls or more of WALLRITE plus an agreement to display WALLRITE in their store and window.

The WALLRITE display rack was designed to increase buying appeal by displaying the full array of colors and patterns that are available.



FLEMING AND SONS, INC.

P. O. BOX 1291 • DALLAS 21, TEXAS

Happily receiving the new Polypack Wallrite are, left to right: J. Russell Proctor, President; William Hughes, Superintendent of Warehouse No. 15, and Guy P. Metcalf, Buyer, all of Belknap Hardware and Manufacturing Co., Louisville, Kentucky.



The new Wallrite display rack, given to dealers for the purchase of a 50-roll order of the new Polypack, is a point of interest to Joe Orgill, Jr., President of Orgill Bros. Co., Memphis, and John W. Morris, Vice President in charge of sales for Orgill Bros.



Looking at the new Polypack Wallrite in Orgill Bros. Company Warehouse, Memphis, Tennessee are, left to right: Gene Conaway, Buyer, and Russel E. Bloodworth, Sales Manager.

MAZE

MAKES THE
"SPECIALTY"
NAILS
YOUR CUSTOMERS NEED

Save Time and Money

- ✓ One Catalog
 - ✓ One Salesman
 - ✓ One Order Blank
- ORDER CAN
BE GROUPED
FOR LOWER
PRICES!

Here's a sampling

MAZE STORMGUARD

(Strong Steel Nails Double-Dipped in Molten Zinc)

ROOFING

STK. NO. R104A (ALSO SCREW AND PLAIN SHANK)

WOOD SIDING

STK. NO. S204A (ALSO PLAIN SHANK)

INSULATING SIDING (11 STOCK COLORS)

STK. NO. S24S (ALSO PLAIN SHANK)

HARDBOARD

STK. NO. S255S (ALSO PLAIN SHANK)

METAL ROOFING COMPRESSED LEAD HEAD

STK. NO. P223 ... BARBED SHANK—BRIGHT
(ALSO RING SHANK)

UMBRELLA HEADS (1-PIECE STEEL ... HEAVY SHANK)

STK. NO. R134A (ALSO SCREW SHANK)

INTERIOR UNDERLAYMENT

STK. NO. F142
FLOORING

STK. NO. F57 ... HAND OR MACHINE DRIVING
(ALSO CASING HEAD NAILS)

DRYWALL

STK. NO. D81

POLE-TYPE NAILS

STK. NO. S26-A

MASONRY

STK. NO. M59S (ALSO PLAIN SHANK)

ASK YOUR JOBBER ...
or write for details

"IT PAYS TO BUY MAZE"

W. H. MAZE COMPANY

PERU 8, ILLINOIS

can be eased, can be arranged in a back to back display (two panels) or in the case of the 12" x 24" panels they are also available in three-sided and four-sided rotators. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A colorful display featuring four Electronics Pliers is also offered free. For more information—

Write in No. A44 on card, Pg. 69

Rubbermaid, Inc., Wooster, Ohio, offers the following merchandising units. Display #0816: a dispensing unit for Shelf-Kushion, which comes in 45 rolls; free with purchase of a merchandise assortment of four rolls each of #1635 wall cabinet Shelf-Kushion and four rolls of #1644 base cabinet Shelf-Kushion. #0888 Bath Display: solid frame of square metal tubing finished in neutral blue enamel; composition board shelves and backing in oatmeal finish, harmonizing blue; available at \$12.50 net, shipped prepaid. #0877 Plastics Display: displays odd-shaped products; available at \$20 net; shipped prepaid. #0837 Door Mat Wheeler: portable merchandising fixture sells complete door mat line; available through wholesaler only, not drop shipped; cost is \$6.98 with one #1411 door mat (Value \$6.98) free. For more information—

Write in No. A45 on card, Pg. 69

McCulloch Corp., Marine Products Div., 2901 East Hennepin Ave., Minneapolis 13, Minn., offers the following promotional aids to dealers. Scott's display service "A" and "B", which gives dealers a continuous flow of point-of-purchase display material throughout the year—each service consists of four mailings of display material which ties in with Scott's national advertising. In addition, Scott makes available line folders, price sheets, service uniforms and emblems, billboard poster, roadside signs, radio scripts, 30-minute movies, store-front signs, and clock signs. For more information—

Write in No. A46 on card, Pg. 69

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

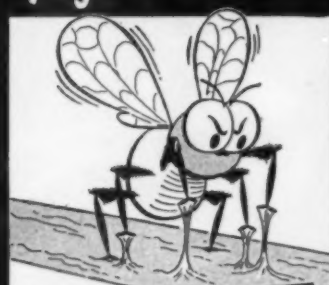
Write in No. A47 on card, Pg. 69

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of

AEROXON FLY RIBBONS

With the Tack Attached

World's Best
Fly Catcher!



**SURE! SAFE!
SANITARY!**

Increases sales wherever displayed! New blue and yellow card with 5 Aeroxon Fly Ribbons in transparent plastic blister.

**Priced for
Volume Sales
and Profits**

Warehouse Stocks Carried
in 10 Major Markets

- New York
- Chicago
- Norfolk
- San Francisco
- Kansas City
- Los Angeles
- Dallas, Tex.
- Minneapolis
- Portland, Ore.
- Denver, Colo.

NATIONALLY ADVERTISED

Complete Details and
Prices Upon Request

AEROXON SALES CO., INC.

9 East 38th St., New York 16, N. Y.

charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. A48 on card, Pg. 69

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. A49 on card, Pg. 69

G. N. Coughlan Co., 29 Spring St., West Orange, N. J., has a cooperative advertising arrangement wherein the manufacturer pays 50% of a dealer's cost (up to \$5.00 as manufacturer's maximum share of each ad) on any ad placed by a dealer on any of manufacturer's line of household chemicals. For cash refund of manufacturer's share of each ad cost, the dealer sends tear sheet and invoice from the newspaper to manufacturer within 30 days after insertion. Mats are furnished free upon request. Also available are counter cards and window streamers. For more information—

Write in No. A50 on card, Pg. 69

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. An aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. A51 on card, Pg. 69

For information on
CATALOGS & BULLETINS

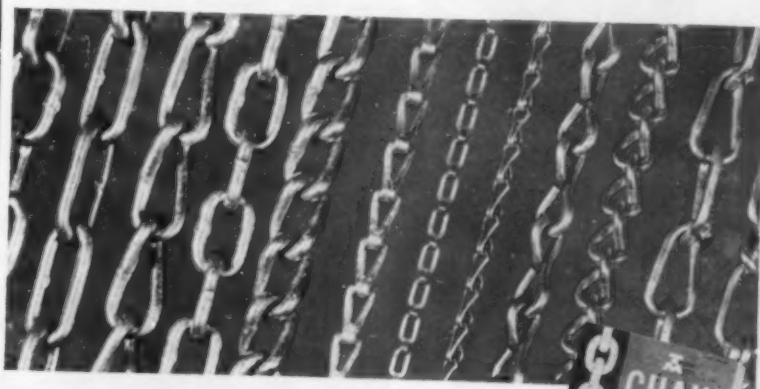
See Page 60

FULL LINE



keeps chain sales coming your way!

You'll satisfy every customer's needs—get the biggest share of the chain business in your area with Taylor's complete line. National advertising . . . effective sales helps . . . up-to-the-minute packaging make this profitable business come easier. And Taylor's 86-year-old reputation for top, uniform quality assures complete customer satisfaction—strong repeat sales for you!



Taylor
Made
CHAIN SINCE 1873

**FREE! CHAIN
SAMPLE BOOK.**
Bulletin 59 contains
actual-size reproductions
of all types and
sizes of welded and
weldless chain.



S. G. TAYLOR CHAIN CO., INC.
Hammond, Indiana

NEW PRODUCTS

**For more information on these new products
use the return free post card on page 69**

Camping Kitchen

A completely equipped embossed aluminum portable camping kitchen is introduced by Nichols Metals Mfg. Co., Inc., 3150 Dodge Rd., Fairfax District, Kansas City 15, Kans.



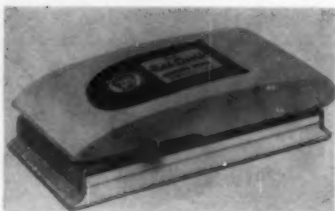
The Port-A-Camp Kitchen uses any type canned L-P gas and contains the following equipment: aluminum 8-cup percolator; aluminum fry pan, aluminum sauce pan; aluminum salt and pepper set; three quart canisters; four each of stainless steel knives, forks, and spoons; pancake turner; can opener; two cans L-P cooking gas; four each of durable plastic cups and plates.

Carries like luggage, weighs 17½ lbs. and is 11" x 20" x 16". Price is \$49.95. For more information—

Write in No. 207 on card, Pg. 69

Sandpaper Holder

A 2-way No. 8 Sandpaper Holder with both a resilient and a hard surface on which to clamp the abra-



sive sheet is introduced by Red Devil Tools, Union, N. J.

Sandpaper can be secured to either a curved face of resilient rubber or a flat face of hard Tenite. The flip of a lever clamps the abrasive at both ends.

The holder is 6" x 2-¾" and is supplied with a sheet of sandpaper. It is also available as the No. 8S with a piece of Dragon-Skin, Red Devil's flexible steel sandpaper. An instruction sheet is attached.

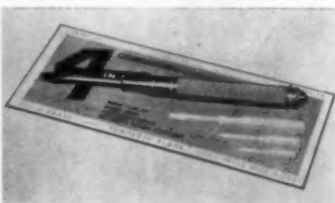
The holder is available in display boxes of six holders. For more information—

Write in No. 208 on card, Pg. 69

4-in-1 Screw Driver

A combination 4-in-1 screw driver available on a colorful card for rack and counter display is announced by Gam Manufacturing Co., Lancaster, Pa.

The screw driver is precision made with brass handle and hardened



steel blades. It gives the user four different size screw drivers all in one.

Retail price is 60 cents. For more information—

Write in No. 209 on card, Pg. 69

Rosin Potato Cooker

A rosin potato cooker is introduced by Cook N'Tools, Inc., 810 East 1st Place, Tulsa, Okla.

Rosin is melted over the charcoal



fire in the Junior Cook N'Kettle to 350 degrees, then potatoes, either Irish or sweet, are dropped in the hot rosin. When potatoes are two-thirds done, they rise to the surface; are ready about 20 minutes later.

When done, the potatoes are wrapped in aluminum foil and allowed to stand about 10 minutes.

The potato cooker comes complete with rosin and thermometer. The complete set, with Cook N'Kettle Junior and stand, retails at \$39.95. For more information—

Write in No. 210 on card, Pg. 69

All-Rubber Boots

The Dixie Trading Co., 158 Garnett St., S. W., Atlanta 3, Ga., is offering calf-length, all-rubber boots, stock number 682.



The boots are of heavy-duty construction and have non-slip heavy cleated soles.

Size range is from six through 12, no half-sizes. Price is \$1.95 a pair. For more information—

Write in No. 211 on card, Pg. 69

Shopmate Specials

Two Twist-Lock kits are featured in the Shopmate spring promotion announced by Portable Electric Tools, Inc., 320 West 83rd St., Chicago 20.

Model KU-139, shown, includes a 1/4" Model SD-2500 2.9 amp Drill with geared chuck and mounted adapter, Twist-Lock Power Trimmer with 13" Swedish Blue Steel Cutter Bar, and Twist-Lock Horizontal Drill Stand. The entire kit retails at \$36.72.

Twist-Lock Kit KU-138 has a 740-CG 1/4" Shopmate Drill with geared chuck and mounted adapter, Twist-Lock Oscillating Sander with nine



free abrasive sheets, and Twist-Lock Jig Saw with three free blades. Retailers at \$41.56.

Other items in the promotion are the Model 1360 B Trimmer Boy Power Trimmer, Model SC-7100 7"

Saws, Model SJ-581-4 Jig Saw with 12 free blades, and the Model K-280-C Sander.

Many of the tool combinations include extra accessories at no extra cost. For more information—

Write in No. 212 on card, Pg. 69

Automatic Shotgun

The Winchester Model 59 Automatic Shotgun now being introduced features a radically new barrel made of glass fibers wound around a thin



steel liner, according to Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y.

The Win-Lite barrel is said to be light, fast-pointing, and stronger than a barrel made of steel alone.

The Model 59 features an engraved receiver and a gold anodized aluminum trigger guard. Suggested retail price is \$149.95. For more information—

Write in No. 213 on card, Pg. 69

Screwdriver Special

The Bridgeport Hardware Mfg. Corp., Bridgeport 5, Conn., announces a special screwdriver promotion called the "Bridgeport 1960 Bonanza."

The promotion offers dealers a free Schick 3-speed electric shaver worth \$28.50 when they buy one No. 2703-B Cushion Grip Screwdriver Assortment. Assortment costs \$34.63; includes 36 Cushion Grip Screwdrivers in 17 different sizes and styles; sells for \$51.95. The dealer also purchases one Bonus Unit consisting of eight of the fastest selling numbers at list price of \$10.10. He resells the eight screwdrivers, recovers the \$10.10, and the Shaver is free.



Total cost to dealers is \$44.73 and he gets screwdrivers worth \$62.05. He also gets a free dispenser-display board worth \$5.00.

The promotion expires June 30. For more information—

Write in No. 214 on card, Pg. 69

Fly Ribbons

Aeroxon Fly Ribbons, carded on an attractive, point-of-sale plastic-blister display, are offered by Aeroxon Sales Co., Inc., 9 East 38th St., New York 16, N. Y. Each card contains five ribbons.



Aeroxon Fly Ribbon has a tack already attached for easy hanging and the ribbon is said to be safe and sanitary to use.

A box of 12 cards costs the retailer only \$2.75 per box, and returns \$4.20. For more information—

Write in No. 215 on card, Pg. 69

Pee-Wee Tape Rule

A compact, lightweight Pee-Wee Tape Rule that holds up to 10 feet of 1/4" White Clad Blade is announced by The Lufkin Rule Co., Saginaw, Mich.



The case is chrome-plated diecast with satin aluminum nameplate on one side. Serrated edge provides a firm, non-slip grip.

The blade has jet black markings on a snow white line. It is graduated

APOLOGIZE?

When you cannot give your customer the advertised name-brand item he has requested, he expects an apology from you. Customers are like that.

Since name-brand items are usually readily available, you can easily change those apologies to gold by carrying a small stock of these nationally advertised items.

TOILAFLEX[®]

Toilet ALL-ANGLE Plunger

The Plunger They Ask for By Name



By the makers of Water Master tank balls.

GREEN JUTE GARDEN TWINE



You'll sell a lot more Green Jute Garden Twine if it's displayed in the handy KING COTTON SNAP SACK[®]. Perfect for display, easy to get at, easy to stock, easy to sell. In 1/2 lb. balls. Ask your jobber for KING COTTON in the SNAP SACK.

King Cotton CORDAGE

JOHN H. GRAHAM & CO. INC.
105 DUANE STREET, NEW YORK 9, N. Y.

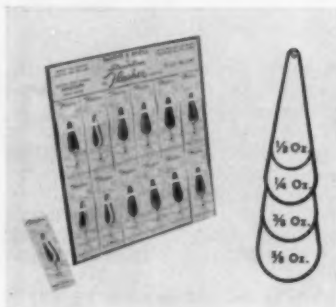
in consecutive inches to 16ths inches, first six inches to 32nds inch. An end hook allows accurate hook-over measuring. Blade is replaceable.

The new Pee-Wee is also available in six and eight-foot lengths. For more information—

Write in No. 216 on card, Pg. 69

Flasher Spoons

With the addition of the 1/8-oz. number, Wright & McGill, P. O. Box 518 aa, Aurora Station, Denver 8, Colo., announces that "Flasher" minnow spoons now come in four weights. Other weights are 1/4-oz., 3/8-oz., and 1/2-oz. All four weights come in six finishes: gold, silver, red and white, shad, perch, and frog.



Standard packaging is one dozen spoons to the No. 12FS easel-type display card. Each spoon is on its own individual card. The standard dozen assortment is two spoons of each of the six colors listed—all spoons of a single weight. Special assortments of color are also available. For more information—

Write in No. 217 on card, Pg. 69

Crow Call

A new tone through an improved mouthpiece design is announced for its E-1 Crow Call by the Philip S. Olt Co., Pekin, Ill. By lengthening the



mouthpiece, the E-1 now gives a more raucous, life-like call which carries much further in the field than any of the previous calls, the company states. For more information—

Write in No. 218 on card, Pg. 69

Tapatco[®]

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco[®]

TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio.

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

New, low price

Vicheck[®] TRANS-FLO

transparent Tenite green or amber

Hose Nozzles



12 nozzle display box

There are over 2,000,000 TRANS-FLO nozzles in use today. You don't have to urge customers to buy. On the counter . . . in the window, TRANS-FLO nozzles sell themselves.

Available on attractive merchandising cards . . . or in beautiful 2-color display boxes. Nationally advertised. Garden Club approved. Ask your wholesaler for assortment of sales aids.

A-2197A

Vicheck Tool Co.
Cleveland 4, Ohio

Floating Fly Lines

Western Fishing Line Co., Glendale 4, Calif., announces that a wholly new departure in construction is featured in its new product, the "W-80" Super Floating Fly Lines.

The solid braided core is surrounded by a tapered Tufcote finish containing millions of microscopic air cells. Since the line itself is physically lighter than water, the company states that it will float forever without dressing and offers the guarantee of "Double your money back if it ever sinks." For more information—

Write in No. 219 on card, Pg. 69



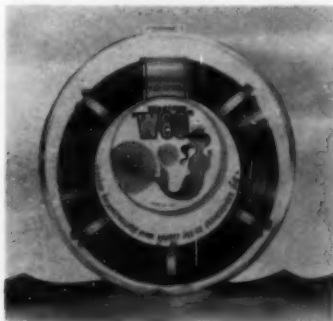
Mason Line

Small, strong, and economical enough to be used 100 different ways is how Puritan Cordage Mills, Louisville, Ky., describes its Solid Braided Cotton Mason Line.

Twelve 48' connected hanks are packaged in a compact, colorful display carton which describes and illustrates many of its uses.

Puritan Mason Line comes in sizes 3, 3½, 4, 4½, and 5. It is used as chalk line, lacing cord, mason line, package tying, tent cord, etc. For more information—

Write in No. 220 on card, Pg. 69



Now...

for
Ramp-fitted
Rifles



MARBLE'S

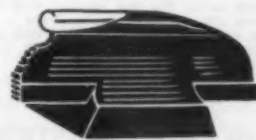
NEW *NARRO-LINE*
FRONT SIGHTS

Here's another addition to the Marble precision sight line. Now you can install Marble front sights on ramp-fitted rifles. They're narrower to hold that streamlined look so much in demand today. And because they're precision made, you can install them with confidence.



STANDARD FRONT

.250" and .340" wide
any height from .260" to .538"
1/16" or 3/32" Bead
Ivory, Red Ivory or Gold.
Price **\$150**



MARBLE SHEARD

.250" and .340" wide
any height from .260" to .538"
1/16" Gold Bead Size.
Price **\$295**



See your jobber or write
MARBLE ARMS CORPORATION
311 DELTA ST.
Gladstone, Mich., U. S. A.

CASH IN
ON THE BIG SEASON
WITH THE
ONE AND ONLY



LOCK-ON
EXTENSION CORD

CAT. NO. 51



U L APPROVED

Ideal for lawn mowers, hedge cutters, etc. No other extension cord like it. The LOCK-ON connector automatically locks any standard cap, eliminates power interruptions. Coiled on colorful discs in 25', 50', 100' lengths for peg, counter or stacks. Display it, sell it, reap the FULL profit.

LOCK-ON RUBBER CONNECTOR

CAT. NO. 50

... and for extra sales and profits, show and sell the LOCK-ON connector, individually carded for fast sales. U L Approved.

ORDER FROM YOUR WHOLESALE TODAY
WRITE FOR FREE LITERATURE

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CANADA PAT. 532,559



EAGLE ELECTRIC MFG. CO., INC.

LONG ISLAND CITY 1, NEW YORK

"PERFECTION IS NOT AN ACCIDENT"

Hook Remover

The new "Hookout," the clear view hook remover, is now available in a colorful display unit containing one dozen "Hookouts," according to Ardmore Specialties, 12 Rittenhouse Place, Ardmore, Pa.

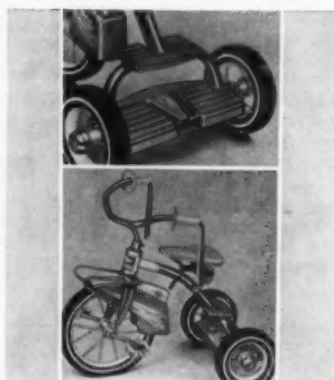


Precision made like a surgeon's right angle forceps, the Hookout is 9 1/4" long and is built of steel, plated, and rust resistant even in salt water. For more information—

Write in No. 221 on card. Pg. 69

"Step Up" Velocipede

The new velocipede introduced by Murray Ohio Manufacturing Co., 635 Thompson Lane, Nashville 4, Tenn., has a ribbed step integrated into the frame at the wishbone section to enable the child to step up and seat himself more easily. It, and the bottom step, are heavy gauge steel with smooth edges and embossed tread design.



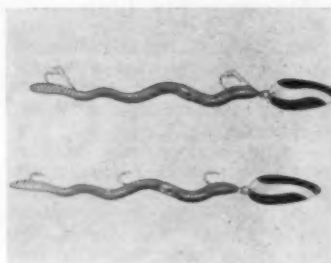
The Step Up Velocipede is featured in several price ranges from standard to fully equipped in tough enamel paints and Flamboyant finishes. It has been adapted for the 10, 12, 16, and 20-inch sizes. For more information—

Write in No. 222 on card. Pg. 69

"Spoon Worm" Lure

The "Spoon Worm" lure introduced by Weber Tackle Co. Stevens Point, Wis., is a combination of the metal spoon and rigged crawler.

The lure comes in two styles—two-hook weedless and three hook plain. All hooks are gold Falcon-Grip curved-in point; the head hook is size 2 and the trailer hook or hooks size 4. Both styles have a 1/4-oz. red and white nickel spoon attached by



split ring to the 6" rigged crawler; over-all length is 8 inches. The crawler in each style is offered in either natural or red.

Retail price of the weedless lure is 90¢ each and the plain model is 75¢. They are packed one in a plastic bag, one dozen of a color on display panel. For more information—

Write in No. 223 on card. Pg. 69

"Power" Measuring Tape

Atlantic Industrial Corp., 91 W. Runyon St., Newark, N. J., announces its "Power Slide" measuring tape with "slide control" action. The user holds his finger tip on slide for full retraction, and releases finger tip to stop retraction at any point.

The tape has red and black foot and inch markings. It is a white faced tape with inside-outside measuring clip.

Available in 6, 8, 10, and 12 foot lengths, 1/2-inch blades, the tapes are packed six to a box or one to a card. Replaceable blades are available. Retail price is \$1.19. For more information—

Write in No. 224 on card. Pg. 69



NEW BIG ORANGE clevises with CADMIUM PLATED PINS

Two-handle Pins—Hairpin lock
Forged of HI — STRENGTH STEEL
Extra Strong—Tough



New 8000 series fits new tractors with thicker drawbars and larger drawbar holes . . . 4 sizes in each of 2 styles, 1/2 to 1 inch pins. 2 new sizes added, 15/16" body with 1/2" pin & 1" body with 1" pin.

A SIZE TO FIT ALL TRACTORS

ORDER FROM YOUR
DISTRIBUTOR OR WRITE

**MIDLAND INDUSTRIES,
INC.**

Cedar Rapids, Iowa



**MARSHALLTOWN
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Door Modernization Kit

A door modernization kit, the Dexter Replacement LockKit, is introduced by Dexter Lock Division of Dexter Industries, Inc., Grand Rapids, Mich.



The LockKits, consisting of two escutcheons, faceplate extension and strike plate, fit any Dexlock set and other locksets with 2 3/8" to 2-9/16" diameter roses. Replaces all escutcheons up to 7 1/4" in height. Larger escutcheon available, if necessary, for entrance doors.

LockKits are offered in Brite Brass, Satin Bronze, and Brite Chrome finishes.

LockKits are individually packaged, 10 to a display carton. A mounted display is available. For more information—

Write in No. 225 on card, Pg. 69

Lubricating Pencil

Reardon Products, 305-7 Cass St., Peoria, Ill., is introducing a lubricating pencil under the name "Dry-Lube Pencils."

The innovation is said to permit



A Complete Line Of Customer Pleasing Products

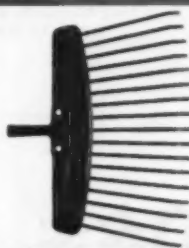
For 23 years Wire Products Co. has stood for quality and service and the customer is really right — when he buys Rugged Robert Products.



RUGGED ROBERT
Broom Rakes



Swing and Well Chain, Swing Sets



Gent Gem Broom Rakes



Galvanized Solid and Twisted Clothes Line

WIRE PRODUCTS COMPANY

2715 NORTH 24TH STREET, BIRMINGHAM, ALABAMA
Member: American Hardware Manufacturers Association

RUGGED ROBERT
BRAND

The Line That Sells On Sight

Chain Door Guard card is master salesman. Besides permitting customers to see and "feel" the product, it lists sales features and complete installation instructions.



new "STANDARD"
Chain Door Guard
sells on sight

This carded Chain Door Guard, newest product in the "Standard" line of over 90 items, is compact, attractively modern . . . sells on sight!

An outstanding sales feature is provided by the special positioning of screw holes. This permits installation at the door edge without danger of splitting the wood or marring the finish.

Available in brass, nickel and chrome finishes. Substantial welded chain. Screw holes of base and keeper fit flush for strongest possible attachment.

A-1178A



Shelby Metal Products Company
Shelby, Ohio

Originators of carded hardware complete with screws

easy and clean lubrication of file cabinets, drawers, locks, zippers, tools, fishing tackle, and other products of this type.

The pencils are packaged in blister-packs on 4½" x 6" display cards which feature a black-white-and-blue design illustrating the various uses of the lubricant. Each unit consists of one Dry-Lube pencil in plastic holder and free refill.

The company has marketed the dry powdered lubricant for several years, packaged in handy plastic squeeze bottles. For more information—

Write in No. 226 on card, Pg. 69

Carded Grady Wedges

Red Devil Tools, Union, N. J., announces that its Grady Wedges are now mounted on colorful, pre-priced peg board cards and are vacuum sealed in transparent plastic.

Two wedges are fastened to each card in three combinations. Card GWC2 has two No. 5 Grady Wedges; GWC3 has two No. 10's; and GWC4 has one No. 5 and one No. 10. Each card measures 4" x 2½".

Grady wedges are designed for all sizes of hammers, hatchets, single- and double-bitted axes, and other tool handles. For more information—

Write in No. 227 on card, Pg. 69



Cross

*Sell the Tacks
Professionals use*

Ask your jobber

FOR DETAILS OF DISPLAY STAND OFFER

W. W. CROSS & CO.

JAFFREY, N. H.

New Barco Insecticide Sprayer



Eliminates messy mixing of insecticides, with a dilution dial that controls the correct mixture. Any garden hose furnishes the power. Just attach to hose, fill unbreakable bottle, set dial between 1 to 10 tsp. per gal. and spray. Includes a spray deflector and handle lock. Easily converts to a hose nozzle with attached hex nut. Colorful hang-up — stand-up display box.

Barco Mfg. Co.

21 Dewey St., Worcester, Mass.

Retail \$5.95

ALWAYS SELL GENUINE

MOLLY

Write for Free Literature

SCREW ANCHORS and JACK NUTS

MOLLY CORP.
Reading, Pa.



ANOTHER
FIRST BY



**SPEED UP YOUR
NUMBER & LETTER SALES**
with this N.Y. Show Hit —
Hy-Ko's Sell-O-Rama. Not a
dust catcher — hard-hitting,
sales inviting, always orderly
display that sells and stocks!
Occupies only 15". Display
FREE with \$250 Assortment of
40 doz. L-100 2 in. Letters &
Numbers (A through Z, 1
through 0) plus Frames. Re-
tail \$37.90

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Please enter my subscription to SOUTHERN HARDWARE for 3 years.

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City _____ State _____

☐ Enclosed find \$2.00

☐ Send bill for \$2.00

GLEASON WHEELS *for replacement for do-it-yourself*

ENJOY STEADY WHEEL PROFITS!

**Complete Wheel Department
On Convenient, Attractive
Floor Merchandiser**

Everything you need to take care of all your replacement wheel needs . . . either for resale, or your own repair requirements. All-metal display contains 46 Gleason narrow Hub Wheels and reducer bushings to adapt $\frac{1}{2}$ " I.D. wheels to fit $\frac{3}{8}$ " and $\frac{7}{16}$ ". Gleason Hub Stretcher Springs and Reducer bushings enable you to fit Gleason wheels to the more than 40 hub widths in use today.

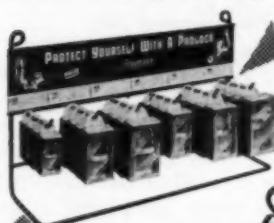
Order from your wholesaler.



No. 523
Display

ask for GLEASON on your wheeled equipment

GLEASON CORP., 250 N. 12th St., Milwaukee 3, Wis.



Slaymaker offers

FREE RACK

to display locks in

SEE-PACK

See-Packed Locks Outsell Others as Much as 5 to 1

Whether you use the free wire rack or display the locks on pegboard, counter or bin, you'll enjoy the extra profit you make with Slaymaker padlocks in the dramatic See-Pack. Ask your jobber, or write . . .

SLAYMAKER LOCK CO. • LANCASTER, PA.

World's Largest Producer of Brass Padlocks



**Loosens Rusted Bolts
nuts, screws, "frozen" parts!**

**LIQUID
WRENCH**
SUPER-PENETRANT

"The mechanic's friend
. . . works in seconds"

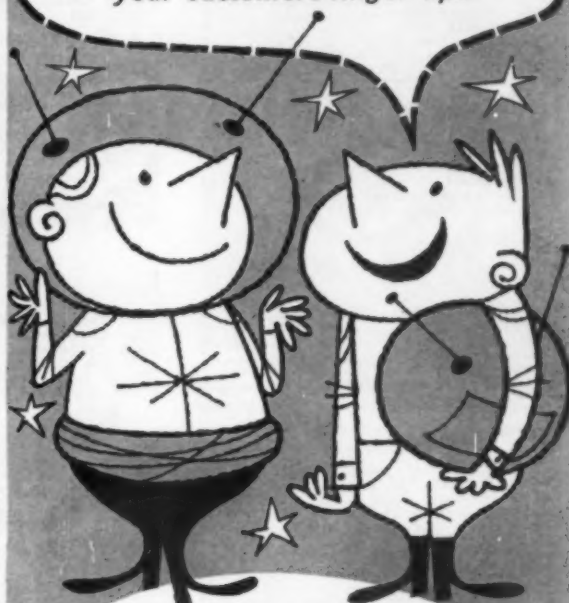
YOUR JOBBER HAS IT!

RADIATOR SPECIALTY CO.

CHARLOTTE, N. C.

the NEW **P&C** **SATELLITE 200**

*puts over 200 of the
fastest selling hand tools right at
your customers finger tips*



easy to see

easy to try • easy to use

No other self-selling tool merchandiser can compare with the Satellite 200. This unit has nine vinyl-clad aluminum panels arranged into three 3-sided pylons. Each pylon turns easily permitting three or more customers to shop at one time.



featuring:

- All new tool groupings.
- Unique, modern design.
- All tools are pre-priced.
- Color harmonized to enhance the appearance of your store.
- Requires only 33" of space 5' high.
- Easy to clean and maintain.

3 customers can conveniently shop at one time without crowding or getting in each others way.



TOOL COMPANY



Subsidiary
Pendleton Tool
Industries, Inc.

PORTLAND 22, OREGON

Warehouse • Schiller Park, Ill.
In Canada, Box 366, London, Ontario

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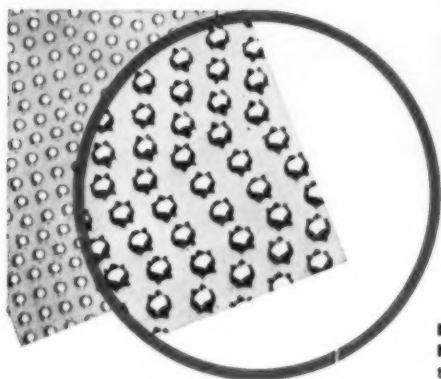
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MAKES HUNDREDS OF JOBS EASIER and faster. Your customers will use Dragon-Skin on holder or as plain sheets—in the hand or wrapped around scrap wood to make special tools. Cuts easily with scissors.

DRAGON-SKIN PRINCIPLE: CUTTERS NOT GRITS. Steel sheet is punched to form thousands of cutters that carve away work—smoothly, evenly,

quickly. There's no gouging. Balanced cutting action means *less scratching* than similar-grade abrasive paper. No clogging—one slap clears away chips and dust.

Dragon-Skin®

A Rip-Snorting Sales Sensation!

**New Steel Sandpaper Sells on Sight
... Outsells All Predictions**

"I move a display box in 4 or 5 days . . . have to order 6 or 7 cartons a week," says one West Coast dealer. "Re-ordered 4 times in about 2 months," says another. And a Midwestern retailer reports: "Dragon-Skin is one of the best turnover items I've ever stocked . . . it all but leaps off my counter!"

Why? Because Dragon-Skin is an "all appeal" item. It's an easier, faster way to sand, rasp, shape and smooth hard and soft woods, plastics, soft metals. It zips off old paint. It *won't clog* like sandpaper. And, it's priced for fast "pick-up" buying . . . 75¢ complete with holder, 25¢ for single sheets.

Pictures on this page show why handy, versatile Dragon-Skin can set *your* cash register ringing, too. Check your stock—and call your Red Devil jobber, today!



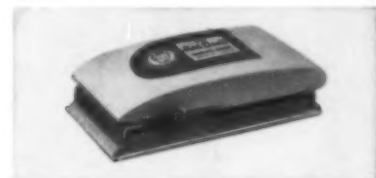
Full-column ads in color throughout 1960 promote Red Devil Tools to the 5 million purchasers of **AMERICAN HOME** and **POPULAR MECHANICS**—plus many more millions of pass-along readers.



Red Devil Tools. UNION, N. J., U. S. A.
World's largest manufacturer of painters' and glaziers' tools—Since 1872.



EYE-CATCHING DISPLAY BOX is colorful, compact, offers Dragon-Skin complete with holder and in individually-packaged sheets. Get fast extra sales by putting the individually-wrapped units in your window or bins. Perfect for peg-board or counter, too.



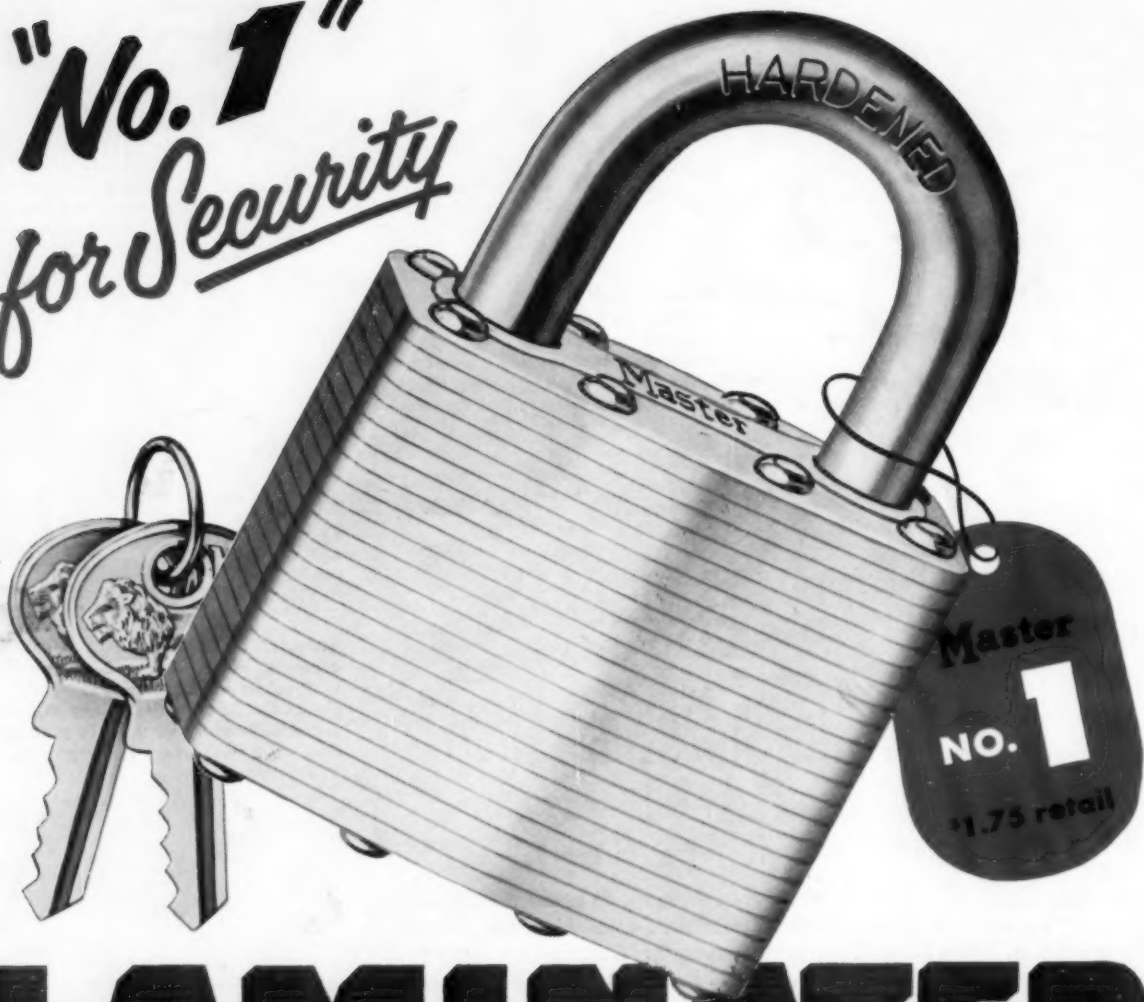
NEW 85 SANDING BLOCK with hard flat surface one side, curved resilient surface on other side. Single lever simultaneously clamps both ends of 3" x 9" Dragon-Skin sheet. Ideal with paper, cloth or metal-backed abrasives too!

5 WAYS TO CASH IN ON DRAGON-SKIN

	Your Selling Price	Your Cost	Your Profit	
A21 Counter Merchandiser —1/2 doz. Red Devil 9-S Holders each with 4 1/4 x 5 sheet of Dragon-Skin plus 1/2 doz. individually boxed sheets Dragon-Skin—No. DS-1. Weight: 3 lbs., 8 oz.	\$4.00	\$3.60	\$2.40	40%
No. 95 —Display box of 1 dozen Red Devil 9-S holders each with 1 sheet Dragon-Skin. Weight: 5 lbs., 13 oz.	\$.75	\$.45	\$.30	40%
DS1 —Display box of 1 dozen individually boxed sheets of Dragon-Skin—No. DS-1. Weight: 1 lb., 6 oz.	\$.25	\$.15	\$.10	40%
DS7 —full size 9" x 11" individually packaged sheets 1 dozen in display box.	\$.89	\$.53	\$.36	40%
DS4 —1/2-sheet size for oscillating sanders individually packaged, 1 dozen in display box.	\$.50	\$.30	\$.20	40%
DS10 —3" x 9" individually packaged sheets to fit Red Devil No. 8 and competitors' sanding blocks.	\$.30	\$.18	\$.12	40%
85 —Sanding block (see illustration above) complete with one sheet DS10 Dragon-Skin. 1/2 dozen in box.	\$1.89 \$1.59*	\$1.13 \$.95*	\$.76 \$.64*	40% 40%

* Introductory Special—limited time only.

"No. 1"
for Security



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